



















**MOTION PICTURE**

# EXHIBITOR

**APRIL 28, 1965**

Volume 73

Number 14

IN THREE SECTIONS • THIS IS SECTION ONE



## **Msgr. Little Warns Of Nudity Trend**

(See Page 5)



## **Big Fox TV Buy Boosts New Films**

(See Page 8)

United Artists vice-presidents James Velde and Fred Goldberg are sitting on top of the film world as the company announces fabulous grosses for the James Bond reissue combination and pre-production promotion starts on the Mirisch blockbuster, "Hawaii." (See editorial—page 3)

**LET THE CHIPS FALL . . .** see editorial—page 3



The Nation's No. 1 Record Makers...

# 'FREDDIE and the DREAMERS'

When the dreamers meet the screamers it's the swingin'est hit that ever swung!



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Mike Sarne

Freddie and the Dreamers

WHEN FREDDIE DOES  
"THE FREDDIE"  
... IT'S THE UTMOST!

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terrific  
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in Color

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Produced by Maurice J. Wilson & Ronald J. Kahn Directed by James Hill  
A Fitzroy Maycroft Production An Embassy Pictures Release



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**BOXOFFICE  
GO★GO**

to this big  
musical  
blast from

**EMBASSY  
PICTURES!!!**

They've been seen by millions on  
**HULLABALOO, ED SULLIVAN'S SHOW, SHINDI**  
...and on their swingin' tour of the U.S.A



Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



## LET THE CHIPS FALL

MANY THINGS on our editorial mind today—so here goes, and let the chips fall where they may. Some facts we read but don't really believe: In Newark, N. J., it is against the law to sell ice after 6 p.m. unless the purchaser has a prescription . . . Some 37,000 troops stationed at Fort Hood, Tex., spent \$23,000 on shaving cream in 1964 . . . On Madison Avenue, it is fashionable to mix club soda and sauerkraut juice as a hangover cure . . . Both the Department of Justice and the Federal Trade Commission are preparing to make a little noise about blind bidding in the motion picture industry. Like we say, we'll believe it when we see it.

When it comes to manhandling customer relations, the motion picture industry is second to none. Complaints have reached this office decrying the practice in so-called peacetime of Army and Navy bases playing top pictures ahead of commercial theatres charging \$1.00 admission or more. To add insult to injury, the film in question was circuited to the regular theatre from the military base.

We have come across many conflicting reports regarding the age breakdown of persons attending movie theatres. Especially as regards the teen-age audience, it becomes diffi-

cult to know what to believe. We are asking theatremen to send us a plain postal card carrying a typical week's breakdown of children and adults in attendance. The information is for statistical use only, and no theatre names or locations is necessary. We don't even need your name—just the numbers. The facts discovered could be helpful to all. Remember, it is as important for you as for the other fellow, so don't let George do it. Don't be an *"I couldn't care less exhibitor."* It's your business.

Senator Clifford Case of New Jersey recently indicated that the rising cost of egg production and declining market prices have caused a decline from 9,200 poultry farms to 2,900. We wonder if the Senator has learned what has been happening to the small independent theatres of the nation, due in large measure to current bidding practices. Maybe Allied and TOA should take exhibition's problems to the Senator instead of the Department of Justice and the Federal Trade Commission. Or maybe exhibitors should go into the egg-laying business. They've had lots of experience laying eggs at the box-office with some of the films they have been compelled to play at outlandish terms and in the face of a product shortage.

## UA THROWING NOTHING BUT NATURALS

UNITED ARTISTS and exhibitors all over the world have already discovered that there is a heap of boxoffice gold in "GOLDFINGER." Seven is a lucky number, and "007," better known as James Bond, is proof.

"GOLDFINGER" isn't the first of the James Bond screen adventures. The suave British super-secret agent appeared previously in "DR. NO" and "FROM RUSSIA WITH LOVE." Both acquitted themselves quite well at the boxoffice although they didn't approach the turnstile excitement generated by "Goldfinger."

All the James Bond hoopla convinced UA that the time was ripe to put "Dr. No" and "Russia" back into the nation's theatres, but even they were not prepared for the result of that decision.

UA has thrown another boxoffice natural, and theatres playing the reissue double bill are busting at the seams. The grosses on this action combination have to be seen to be believed. In situation after situation, it is performing way ahead of the new films competing with it for first-run business. It almost seems as though every one of the millions who had

such a good time watching "Goldfinger" just couldn't wait until they caught up with the James Bond fun they had previously missed.

These are the things that remind everyone how wild and wonderful the motion picture industry can be.

If James Bond represents UA's lucky "seven," then that full page ad in Sunday's New York Times might be considered the lucky "eleven." We are referring to the pre-production ad on The Mirisch Company's "HAWAII." It represents a real casting coup and a boxoffice natural if ever there was one. Julie Andrews is the cinema's current boxoffice darling, fresh from an Academy Award performance as "Mary Poppins." Max Von Sydow, the brilliant Swedish actor, is thrilling hard-ticket audiences as Christ in George Stevens' "The Greatest Story Ever Told." Having them both in the same film is a stroke of fortune for UA and for theatremen.

UA vice-presidents James Velde and Fred Goldberg have every reason to wear broad smiles of pride and confidence. It must be a real joy to sell and promote properties like these. Yes, UA is throwing nothing but naturals.

## WHO'S KIDDING WHOM?

IT IS RECOGNIZED by those in the know that MOTION PICTURE EXHIBITOR maintains the most complete and reliable media records in the industry. Well, we checked these records recently, and some interesting facts come to light.

There has always been a great deal of talk from certain distribution spokesmen about exhibitors who don't adequately advertise the films they are playing. Well, some of these

gentlemen ought to put their money where their mouths are. Our media records show that advertising by all major distributors in all trade magazines declined 10 percent in the first quarter of 1965, compared to the same period in 1964.

Maybe if a little more effort were expended in selling films to exhibitors, more would be expended by theatremen in selling films to the public.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

**William R. Arnold**, 54, house manager, Saenger, New Orleans, La., died in his sleep apparently of a heart attack. His career in the industry extended over a quarter of a century as manager of theatres for Paramount-Richards Theatres and its successor, Paramount Gulf Theatres, and the Fred T. McLendon Theatres. He is survived by a sister.

**William M. Butterfield**, 61, Pascagoula, Miss., theatre owner, died. He was a member of LATO and past director of Gulf States Theatre Owners Association, a unit of Allied States. He is survived by his widow, one daughter, one son, a brother, and three sisters.

**Raymond Cloud**, 69, who retired after 31 years with the Detroit Columbia branch last January, where he was city salesman, died at Mt. Carmel Hospital. He is survived by his wife.

**Lew Langlois, Sr.**, 75, an industry veteran, died at St. Joseph's Hospital in New Roads, La., following a brief illness. He had owned and operated theatres in New Roads, Maringouin, and St. Francisville, all in Louisiana, and in Fayette and Woodville, Miss. He was also a former mayor of New Roads, serving for eight successive years. He is survived by three sons, two daughters, and several grandchildren.

### Fox Shifts Sales Execs

NEW YORK—Twentieth Century-Fox has enlarged the sales departments in the home office and the field, effective May 3, it was announced by Joseph M. Sugar, vice-president in charge of domestic sales.

In the eastern division, under the supervision of Sam Diamond, division manager, two district managers have been appointed. Al Levy, presently Boston branch manager, will supervise Boston, New Haven, Buffalo, and Albany. Dan Rosenthal, presently Cleveland branch manager, will supervise Cleveland, Pittsburgh, Philadelphia, and Washington, D. C.

Replacing Levy as branch manager in Boston will be John Peckos, who is now city salesman, and replacing Rosenthal as branch manager in Cleveland will be Martin Grassgreen, who was formerly Allied Artists branch manager in Cleveland.

In the central division, under the supervision of Harry Buxbaum, division manager, Raymond Schmertz has been named district manager. Schmertz, presently Chicago branch manager, will supervise Chicago, Milwaukee, Cincinnati, Detroit, Indianapolis, Minneapolis, Des Moines, Omaha, and St. Louis. Replacing Schmertz as acting branch manager in Chicago will be Jack Eckhardt, sales manager.

In the western division, under the supervision of Tom McCleaster, division manager, Charles (Mike) Powers, Jr., currently San Francisco branch manager, has been promoted to district manager. Powers will supervise Los Angeles, San Francisco, Seattle, Portland, Denver, Salt Lake City, and Kansas City, Dallas and Oklahoma City. Replacing Powers as branch manager in San Francisco will be Richard Stafford, presently Kansas City branch manager. Replacing Stafford will be Eric Green, now a salesman in Kansas City.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., APRIL 26

## McWilliams Heads Ark. TOA; Censorship Danger Seen

HOT SPRINGS, ARK.—James McWilliams was elected president of Independent Theatre Owners of Arkansas, Inc., at the two-day convention of the Theatre Owners of America unit. McWilliams succeeds Bob Carpenter, who was named chairman of the board.

James Lowery was elected vice-president, and Nona White was reelected secretary-treasurer.

District vice-presidents were elected as follows: E. W. Savage, first district; K. K. King, second district; Marjory Malin, third district; and Bruce Young, fourth district.

Fred Brown and Robin Wightman were named the legislative committee. McWilliams was appointed Arkansas' representative on the TOA board of directors.

William Slaughter, Dallas, discussed the classification ordinance recently passed in Dallas, and warned that a similar ordinance could be enacted in Arkansas communities. He suggested that a voluntary classification system be considered, along the lines used by the Wometco circuit in Florida.

### New Viking Suit Filed

PHILADELPHIA—A treble damage anti-trust suit against 20 motion picture producers and distributors and several theatre circuits was filed by Harry Sley's closed Viking, Philadelphia, in U.S. District Court seeking \$3.9 million in damages. The defendants were charged with conspiracy to keep the theatre from obtaining first-run product. The Viking was also plaintiff in an earlier suit decided after long litigation in favor of the defendants. It is surmised that the current suit covers alleged discrimination during the past four years, not included in the previous action.



Irving Sochin, vice president, Rizzoli Films, center; star Jacqueline Sassard; and Angelo Rizzoli, president, Rizzoli Films; are seen at a recent cocktail reception in the grand ballroom of the Delmonico Hotel, New York, in honor of the stars of Rizzoli's "White Voices," which had its U.S. premiere at the New Embassy and Cinema I theatres.



## BROADWAY GROSSES

### Easter Holiday Hypo

NEW YORK—Holdovers and hard tickets, playing to seasonally good crowds, led Broadway first runs to an impressive post-holiday week.

"**OPERATION CROSSBOW**" (MGM). Radio City Music Hall, with usual stage show, reported a Thursday through Sunday total of \$130,500. Fourth week was expected to top \$185,000.

"**IN HARM'S WAY**" (Paramount). DeMille registered a third week total of \$24,000.

"**THE GREATEST STORY EVER TOLD**" (UA). Warner Cinerama claimed a 10th week total of \$79,734.

"**NOBODY WAVED GOODBYE**" (Cinema V). Loew's Capitol reported opener of \$20,000.

"**LORD JIM**" (Columbia). Loew's State, with reserved seat policy, reported a ninth week total of \$42,000.

"**THE TRAIN**" (UA). Astor claimed a sixth week total of \$24,000.

"**THE SATAN BUG**" (UA). Victoria reported second week total of \$10,000.

"**MY FAIR LADY**" (Warners). Criterion, with reserved seat policy, continued strong with 27th week total of \$88,900.

"**CHEYENNE AUTUMN**" (Warners). RKO Palace claimed a second week total of \$23,000.

"**THE SOUND OF MUSIC**" (20th-Fox). Rivoli reported an eighth week total of \$62,600, with usual hard ticket sales.

### Kosiner Joins NSS

NEW YORK—Burton E. Robbins, president and chief executive officer of National Screen Service Corporation, announced that Harry Kosiner would join NSS in the newly created executive post of general administrator, effective on May 10. Kosiner will be directly responsible to Burton E. Robbins and vice-presidents Norman Robbins and Walter Branson in the administration of all phases of the company's activities and their subsidiaries.

Kosiner has resigned as business executive of the advertising and publicity department of Columbia Pictures, where he has been with their home office staff in domestic and foreign sales posts since 1951.

### When Critics Disagree

PHILADELPHIA—Stanley Warner had a bit of fun recently at the expense of Ernest Schier, super-tough critic of the Evening Bulletin. Following the opening at the SW Yorktown and Ardmore of "Umbrellas Of Cherbourg," a sizeable ad was taken in the Bulletin reprinting the ecstatic critical comments on the film by various New York and Philadelphia critics. After a host of critical raves, the ad wound up with the note that the Bulletin critic (Schier) "hated" the picture and so his quote would not be included.



# Legion Head Raps Nudity Abuses

## Judge Goes To Movies In Censor Battle Switch

PHILADELPHIA—In a new move to conform with the recent U. S. Supreme Court ruling that provision must be made for quick determination of obscenity in motion picture censorship cases, District Attorney James C. Crumlish, Jr., petitioned Judge Raymond Pace Alexander to issue warrants for the seizure of the film, "Lust and the Flesh," which was playing at the Art Spruce and the Devon, and for the arrest of the owners and managers.

Before issuing warrants, the judge saw the film and termed it "scandalous and raw" and "calculated to arouse people's emotions." He was accompanied by Assistant District Attorney David L. Creskoff, Assistant District Attorney Anthony Smith, and County Detective Dominic McKenzie.

The issuance of warrants was opposed by attorneys Jacob Kalish, for the Devon, and Maurice Pollon for the Art Spruce. The Judge over-ruled their objections after Creskoff said a delay would permit "continued criminal showing" of the film or its withdrawal before it could be used as evidence for prosecution.

Judge Alexander said the District Attorney's office was "moving with an abundance of caution" and advised counsel of the proposed action.

Creskoff said the new tactic of having a judge view the film before applying for warrants was to make quick determination of obscenity in such cases. In the past, films have been confiscated and hearings then held on their obscenity, a process that sometimes consumed six months.

Counsel for the theatres refused to participate in the hearing on the ground that the procedure was unconstitutional, with Kalish telling the Judge, "I don't think your honor has the right to do this."

At the theatres, another film was hastily substituted for "Lust and The Flesh," which was said to be "a second-rate movie involving mate switching which comes as close to showing the actual sex act as a smoker film."

The new plan failed, in part, however, when County Detectives could not seize the film when they later visited the theatres, since the prints had been removed. District Attorney Crumlish said he is making arrangements to get the films wherever they are and preparing warrants for the arrest of persons accused of showing the picture.

## Tax Bill Exempts Exhibits

HARRISBURG, PA.—Motion picture theatres were specifically exempted from House Bill 941 which amends the act of June 25, 1947, which empowers cities of the second class, cities of the second class A, cities of the third class, boroughs, towns, townships of the first and second class, school districts of the second, third, and fourth class to levy certain additional taxes. The amended act would take effect January 1, 1966.

## Embassy In German Pact

NEW YORK—An international distribution contract, calling for the release in Germany and Austria of 12 Joseph E. Levine film presentations, has been concluded between Embassy Pictures Corp. and Interfilm of Germany.

## L. A. Variety To Operate WB Studio Tour Concessions

BURBANK, CALIF. — Arrangements have been completed between Jack L. Warner, president of Warner Bros., and Tent 25, Variety Club of Southern California for the showmen's service and philanthropic organization to operate all food and drink concessions at Warner's "The Great Race" Exhibit and Studio Tour, which will open May 8 at the Warner Bros. Studios.

Coordinating Tent 25's participation are its chief barker, James H. Nicholson, and first assistant chief barker, Alfred S. Lapidus.

The entire proceeds from concession sales at the free-to-the-public exhibit and studio tour will go to charity, with the Variety Club agreeing to divide the profits between the Motion Picture Relief Fund and its own trio of philanthropic activities.

Theatre men Mike Forman, Robert H. Benton, Julius Needleman, Ned Calzi, Bruce Corwin, Jack Wilson, and Allan J. O'Keefe have joined with Lewis Diaz, Judge Carlos Teran, attorney Ezra E. Stern, Charles A. Lugo, Jr., and Leonard Lowengrub in organizing the activity, in which Ruth Ellerbroek, president of Ladies of Variety, also is participating.

## Hock Named Ad Manager At Paramount; Leaves UA

NEW YORK—Mort Hock has been appointed advertising manager of Paramount Pictures, effective May 10, it was announced by Martin Davis, vice-president in charge of advertising and public relations.



Hock

"In addition to directing Paramount's advertising activities, Mr. Hock will play a major role in the company's marketing and merchandising program," Davis said. "We are delighted to have him as one of the key members of Paramount's staff of advertising, publicity and promotion specialists."

Hock has resigned his post as advertising director of United Artists Corporation to re-join Paramount, with which he was previously associated from 1960-62. He replaces Theodore R. Lazarus, who has resigned and will announce his future plans shortly.

Hock was assistant advertising manager at Paramount in 1962, when he resigned to become advertising manager at United Artists. He was promoted to advertising director last year.

Also, Don Goldstein has been named an assistant to Everett Olsen, Paramount co-operative advertising manager, it was announced by Bernard M. Serlin, manager of the field advertising and publicity department.

Prior to joining Paramount in 1963, Goldstein was a member of the exploitation department of United Artists.

## Rocky Mountain Exhibs Hear TOA's Redstone; Msgr. Little Warns On Loosening Code Rules

DENVER — The theme, "Come Alive In '65," heralded the "forward look" of the convention of the Rocky Mountain Motion Picture Association which opened at the Brown Palace Hotel here with over 300 exhibitors and film people in attendance.

Special guests included Chery Miller, Walt Disney Organization; and Robert Mitchum.

John A. Love, Governor of Colorado, delivered and address of welcome, followed by an appeal for unity and cooperation by all segments of the industry by Association president Fred Knill.

Sumner Redstone, national TOA president, said, "The problems of the industry have reached their all-time peak, with a deluge of censorship and classification bills; threatened as we are with the driving force of pay-tv and the possible alliance with community antenna systems; driven as we are by the rigors of competitive bidding for pictures which we have not even seen and which have often not even been produced. If this is indeed a time of fervent turmoil and struggle, then we in the industry must respond all the more with constructive leadership, dedication, and energy. And this time, trade organizations such as Theatre Owners of America and your great organization here must demonstrate that we provide more than a forum for a flow of words but rather that we can constructively use the concerted wisdom and power of us all for our survival."

The evening banquet was featured by guest speaker the Right Rev. Msgr. Thomas F. Little, executive secretary, National Legion of Decency, who while taking the industry to task for its shortcomings, extended the Legion's hand in friendship.

He stated the official position of the National Legion of Decency on new Production Code developments and warned the convention that "if recent trends in the motion picture medium are allowed by you to continue a downward spiral of irresponsibility, the investment which you have made in your name and in your film enterprise will be ultimately wasted and destroyed."

Noting that "for 31 years the Legion and the Church have supported, without reservation, the principle of self-regulation by the film industry," Msgr. Little said that "in spite of differences of opinion on practical decisions made by the Code Authority, we have not in the past nor will we now abandon support of this principle."

"Nevertheless, I must candidly confess that recent developments concerning the Code, especially in the matter of nudity in the treatment of films, should be of major concern to all of us."

"We do not believe that all nudity is per se obscene. Nor do we maintain that nudity may not have an artistic function in some high-quality films. Nevertheless, we are not convinced that nudity is ever actually necessary for artistic effect in motion pictures."

"Finally, we have no doubt that once nudity is approved by the Code for even the

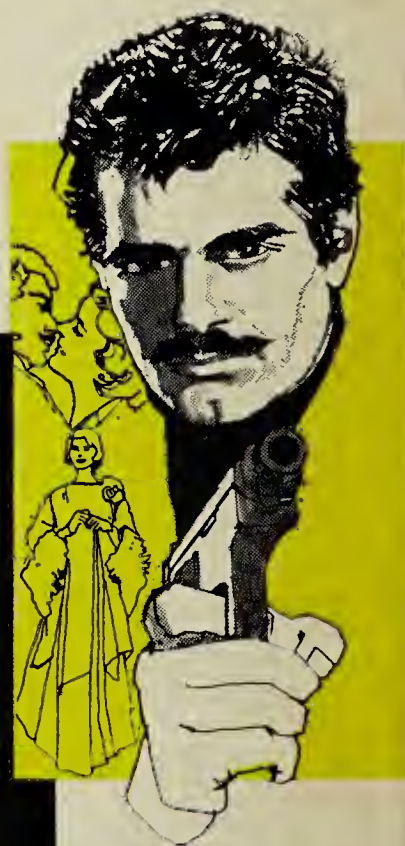
(Continued on Page 15)



The screen's most exciting cast...The year's most magnificent movie

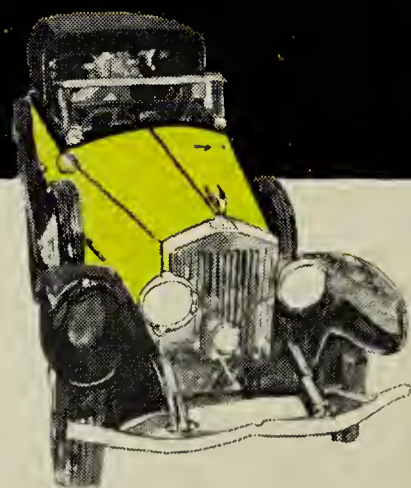
METRO-GOLDWYN-MAYER PRESENTS AN ANATOLE DE GRUNWALD PRODUCTION STARRING

**INGRID BERGMAN - REX HARRISON**  
**ALAIN DELON - GEORGE C. SCOTT**  
**JEANNE MOREAU - OMAR SHARIF**  
AND  
**SHIRLEY MacLAINE**



EVERYTHING HAPPENS IN...

# *The Yellow Rolls-Royce*



CO-STARRING  
ART CARNEY · WALLY COX  
JOYCE GRENFELL · MOIRA LISTER  
AND  
EDMUND PURDOM  
WRITTEN BY  
TERENCE RATTIGAN  
DIRECTED BY  
ANTHONY ASQUITH  
PRODUCED BY  
ANATOLE DE GRUNWALD

in PANAVISION®  
and METROCOLOR



# THE INDUSTRY'S MOST POWER-PACKED PROMOTION!

## 1 FULL-COLOR DOUBLE-SPREAD NATIONAL ADS

Will appear in the June 11 issue of Life and the June 15 issue of Look for a total readership of 74,000,000.

## 2 "YELLOW ROLLS-ROYCE" TOUR

Fresh from its starring role at New York's International Automobile Show, the "Yellow Rolls-Royce" will make a 6000-mile, 28-city, 3-month tour, starting April 17.

## 3 VOGUE FASHION PROMOTION

To be launched in May with a 6-page co-op insertion (3 in color, 3 in black and white) tying in "The Yellow Rolls Royce" with Joan Leslie fashions and Pearl of Siam. This will be followed by an all-out promotion by Vogue at the retail level. In-store promotion will be timed, wherever possible, to coincide with local play-dates.

## 4 TEN-MINUTE FEATURETTE

Designed for TV, this featurette traces the history of the Rolls-Royce from 1932 to its American premiere at the Radio City Music Hall.

## 5 SPECIAL ACCESSORIES

These include door panels utilizing famous artist Bob Peak's illustrations (set of 8). Also, 20" x 30" full-color portraits of the cast members painted by Howard Terpning (set of 8).

## 6 NEWSPAPER ADS IN COLOR

A 1000-line 2-color ad is available and has already been placed in 25 major cities.

## 7 "OPEN END" TV INTERVIEWS

Featuring Ingrid Bergman (6½ minutes) and Producer Anatole de Grunwald (4½ minutes).

## 8 COLOR TV SPOTS

Special spots have been prepared in color to capitalize on the fact that more and more television stations are now broadcasting in color.

## 9 ROLLING ON RECORDS

Music dealers will be stocking up on the "Original Soundtrack Album" from M-G-M Records. Colorful record jacket will feature artwork from movie ad campaign.

## 10 "IN-PERSON" APPEARANCES

The "Today" show is filming a special TV segment to be shown just prior to the New York opening. This segment will feature the Rolls-Royce itself, plus stars from the film. Additional "in-person" appearances are already booked for Rex Harrison, Shirley MacLaine, George C. Scott and Art Carney.

## 11 ROLLS-ROYCE RALLIES

Rolls-Royce Clubs across the country will play a part in our promotion beginning with a regional rally to be held April 24 at the British Embassy in Washington. This will be followed up by a special mailing to members of all the Rolls-Royce Clubs from coast to coast.

## 12 NATIONAL PUBLICITY COVERAGE

Feature stories on the picture and its stars, plus rave reviews, are giving "The Yellow Rolls-Royce" the kind of press coverage that money can't buy. Among the publications that are talking up the film: Look, McCall's, Time, Saturday Evening Post, Good Housekeeping, Glamour, Vogue, Harper's Bazaar, Cosmopolitan, Pictorial Living and The New York Times Magazine.

## 13 ALL BOOKED UP by Pocket Books Inc.

The paperback version of "The Yellow Rolls-Royce" will be displayed in retail racks across the country. Book includes a 16-page section of scenes from the picture.

*For additional specific information,  
check with your M-G-M Press Representative*





# 20th-Fox To Sponsor Two TV Shows; ABC-TV Buy Reaches Wide Audience

NEW YORK—Twentieth Century-Fox has become the first motion picture company to be a participating sponsor on two nationally-televised programs with its purchase of time on ABC-TV's weekly "Major League Championship Baseball" telecast and "Nightlife."

The unprecedented buy marks the first instance in which a major film company has bought network commercials on a continuing basis for product and institutional advertising.

The announcement was made jointly at a press conference held by Seymour Poe, executive vice-president of 20th Century-Fox, and Thomas W. Moore, president of ABC-TV. Also participating from 20th Century-Fox were Joseph M. Sugar, vice-president in charge of domestic sales, and Jonas Rosenfield, Jr., vice-president and director of advertising, publicity and exploitation. Also representing ABC-TV was James Duffy, vice-president in charge of sales.

Under the arrangement with ABC-TV, 20th-Fox has purchased a total of 189 commercials, of one-minute duration. They will be shown over a 52-week period by the full ABC-TV network, consisting of 191 stations, and will reach a combined total of more than 795,320,000 sets.

Beginning Saturday, April 24, with the weekly telecast of "Major League Championship Baseball," Fox will have a series of 54 one-minute spots scheduled throughout 23 weeks in addition to spots on Labor Day, a major baseball holiday. Allocation of the spots will be based on the over-all campaign and timeliness for each film.

Beginning April 27, the motion picture company will have 135 one-minute spots during the next 52 weeks on "Nightlife," a late night variety show with rotating masters of ceremony.

"With a buy as penetrating as this, Fox will be able to have saturation campaigns for 15 films on a sustained basis with continuing identification for the company and its product," Poe said. "This is particularly suitable for us because of the quantity of major releases that we have ready for distribution through the end of the year.

"The relationship of movies and television has come of age with this contract," continued Poe. "For years, with the exception of Walt Disney, there has been much talk but no positive action about motion picture companies utilizing network television as a means of selling their product on a continuing basis. We feel this is the time for us to take this forward step and to merchandise our product aggressively on network television."

Moore noted that "While the value of television in promoting motion pictures has already been proved by either special network campaigns or local television schedules, this decision by 20th Century-Fox to engage in a year-round advertising program gives birth to a new dimension of network television utilization by another entertainment medium. We firmly believe, along with 20th Century-Fox, that this pace-setting campaign will prove successful to both parties, and we are pleased that 20th Century-Fox has chosen ABC-TV to be the vehicle for its network television debut on a continuing basis."

Poe stated that 20th-Fox "decided to purchase time on these two programs specifically

## N.Y. Variety Fox Salute To Draw Full House

NEW YORK—While announcing the addition of Si Fabian as a participant in the program activities of the forthcoming New York Variety Club, Tent 35, luncheon tribute to 20th Century-Fox Films on the occasion of its 50th anniversary, Melvin L. Gold, luncheon chairman, also reported that the rate of acceptances from top industry executives from all areas has reached record proportions.

Said Gold, "Originally, we thought that the Royal Box at the Americana Hotel was going to be a most spacious place in which to honor president Darryl F. Zanuck and his associates on their Golden Year in the entertainment field on Thursday, April 29. The tremendous response on the part of Variety members and invited guests, including the presidents of many of the top organizations in the industry, now indicates a record turnout."

because they reached a combined audience of enormous proportions. With 'Major League Championship Baseball' we are reaching a vast family audience, while we are reaching a larger proportion of women with 'Nightlife.' What is more pertinent," he continued, "is that viewership of each program is made up of those who are seeking leisure-time entertainment, and that is precisely the audience we want to reach."

Under the arrangement, Fox will be able to hand-tailor a promotional campaign for each of its 15 major pictures, timed to the film's national release. As many as 20 one-minute commercials may be given to a particular picture, divided between the two programs. In turn, each series of commercials devoted to a particular picture will be backed up substantially with promotional campaigns on the local level.

"It is our feeling that the nature of this buy with ABC-TV will enable us to have our product heavily pre-sold with national campaigns available to no other competitive product."

Poe pointed out that one-minute commercials for spot announcements are the ideal time length to get across an exposure of the entertainment qualities of a motion picture.

The first pictures to be advertised on the ABC-TV network are two of 20th Century-Fox's current hits, Robert Wise's production of Rodgers & Hammerstein's "The Sound of Music," starring Julie Andrews and Christopher Plummer, and "Zorba the Greek," which won three Academy Awards, and stars Anthony Quinn, Alan Bates, Irene Papas, and Lila Kedrova, who won an Oscar as best supporting actress.

Among the other 20th-Fox productions which will be advertised on both programs in relation to their national release dates are "A High Wind in Jamaica," "Up from the Beach," "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes," "Von Ryan's Express," "The Reward," "Do Not Disturb," "Morituri," "Weekend at Dunkirk," "Flight of the Phoenix," "The Agony and the Ecstasy," "Fantastic Voyage," "Rapture," and "Venus Rising."

## "Gleo" Edges Toward Black As Fox Surge Continues

NEW YORK—According to statistics contained in 20th Century-Fox's annual report to stockholders, the company expects "Cleopatra" to wind up some \$4,700,000 in the black despite amortization and related costs of \$42,300,000.

With \$31,500,000 in rentals already obtained, an overall total of \$47 million is anticipated, leaving \$4.7 million as a "contribution to overhead and profit."

A breakdown of figures shows that the film earned \$20,500,000 in 1964, or better than one-fifth of the company's entire theatrical and tv film rentals take of \$97,196,000 for the year. Of that \$20 million plus, some \$19,100,000 was put toward amortization and related costs. Of the overall \$31,500,000 in rentals thus far, \$27,900,000 has been taken up by amortization and costs, with \$3,600,000 accruing to "overhead and profits" thus far.

With the film having played some 5500 theatres in the U. S. thus far, the company plans a strong booking push from now through June in most of the larger metropolitan cities, with some 1500 bookings anticipated in this period.

Darryl F. Zanuck, president, in a letter to stockholders, noted the "excellent results" of the company's consolidated operations for 1964 when net earnings from operations rose to \$10,565,000. He expressed confidence "that the years ahead show more promise and greater opportunity than any in the past."

Seymour Poe, executive vice-president, noted the company's vast world-wide interests. He cited the face-lifting at Fox Movie-tonews, which is being turned into a self-sufficient film production complex in the heart of Manhattan.

According to the report, last year's revenues from the distribution of theatrical features overseas show a marked upswing, with the company continuing to open new branches and new markets throughout the world. The company's international sales division now has offices in 66 foreign markets.

The company owns over 250 four-wallers and drive-ins around the world. Diversified interests, including catering concerns, film distribution companies, etc., are subsidiaries among the company's many Australian and African interests.

As of Dec. 26, 1964, investments in major foreign theatre circuits not consolidated (Australia, New Zealand, and South Africa) consisted of investments of \$2,305,705 and advances of \$2,551,679.

Dividends received by the parent company from its own foreign theatre circuits in Australia totalled \$729,714 for the year ended June 30, 1964; New Zealand returns were \$224,000 for the year ended Dec. 26, 1964; while South African theatres in the year just ended repaid some \$560,543 in parent company advances.

## Glamorous Producers For MGM

NEW YORK—Richard Burton and Elizabeth Taylor have completed plans for their first film together as independent producers. Joining forces with Metro-Goldwyn-Mayer, the two stars will make "The Greatest Train Robbery in the World," it was announced by MGM president Robert H. O'Brien after conferring in Garmisch, Germany, with Burton, Miss Taylor, and Sam Wanamaker, who will direct the picture.



## AB-PT Earnings Hit Peak; Name Change Proposed

NEW YORK—First quarter earnings from operations for American Broadcasting-Paramount Theatres, Inc., were the highest for any quarter in the history of the company, Leonard H. Goldenson, president, reported.

These earnings of \$4,177,000 increased 46% over the \$2,865,000 for the like period of 1964. On a per share basis, this represented 90 cents a share on the 4,628,960 shares outstanding, compared with 63 cents a share last year on 4,558,292 shares outstanding.

Earnings including capital gains were \$4,206,000 or 91 cents a share, compared with \$2,983,000 or 65 cents a share for last year's first quarter.

Both major divisions of the company, broadcasting and theatres, contributed to the earnings improvement, Goldenson said.

In broadcasting, Goldenson noted that the ABC Television Network has maintained its strong competitive national audience level for its nighttime programming. Public acceptance for the network's nighttime programming in the first quarter, based on these audience levels, was the best for any first quarter period. Reflecting this current position, Goldenson said, advertiser response to the new 1965-66 television network schedule starting this fall has been most encouraging, with their commitments at a higher level than they were at this time last year. Recognizing the steady growth of color television set sales and increasing advertiser interest, Goldenson said that one-fourth of the forthcoming television network schedule will be programmed in color.

Goldenson reported that the program of upgrading the company's theatre portfolio is continuing. Ten new theatres are in various stages of construction, seven of which are in suburban shopping centers. An additional 13 new theatres are being considered, almost all of which would be located in shopping centers in growing suburban areas.

In the company's proxy statement for approval by stockholders at the May 18 annual meeting, it is proposed to change the name to American Broadcasting Companies, Inc. This, it is said, would simplify the corporate name and reflect the predominant importance of the corporation broadcasting activities.

The proxy statement also disclosed the nominations of Samuel H. Clark, vice-president of the corporation in charge of theatre operations, and Thomas W. Moore, president, ABC Television Network, as directors. They succeed David B. Wallerstein, who is resigning, and James G. Riddell, whose responsibilities as ABC vice-president in charge of west coast operations have made it more difficult for him to regularly attend meetings in New York.

Shareholders will be asked to approve a qualified stock option plan.

## AIP Promotes Skouras

NEW YORK—Daniel P. Skouras has been appointed European sales supervisor for American International Pictures, it was announced by David D. Horne, vice-president in charge of foreign distribution. Skouras fills the post vacated by Jeffrey Sion, resigned.

The new appointee was formerly AIP's sales control manager for the foreign department.

Prior to joining American International, Skouras was director of operations for Inflight Motion Pictures, producer's representative with Seymour Poe, and in the foreign sales department at United Artists.

# Bilgrey Wins Another Censor Fight; Md. Precedent Knocks Out Va. Law

## Goldwurm, Bilgrey Feted For Fight On Censorship

NEW YORK—Ralph Hetzel, acting president, Motion Picture Association of America, was to present a scroll to Jean Goldwurm, president of Times Films Corp., for his dedicated effort in combatting motion picture censorship throughout the United States.

The presentation was to be made in behalf of the Motion Picture Industry Committee for a Free Screen, consisting of trade leaders from all segments of the business, yesterday (April 27) at the Hotel Astor at a luncheon tribute to the film importer. Goldwurm has been in the forefront of the industry's fight against censorship for more than a decade.

More than 300 industry executives were expected to attend the luncheon tribute, which also was to honor Felix Bilgrey, counsel for Times Films.

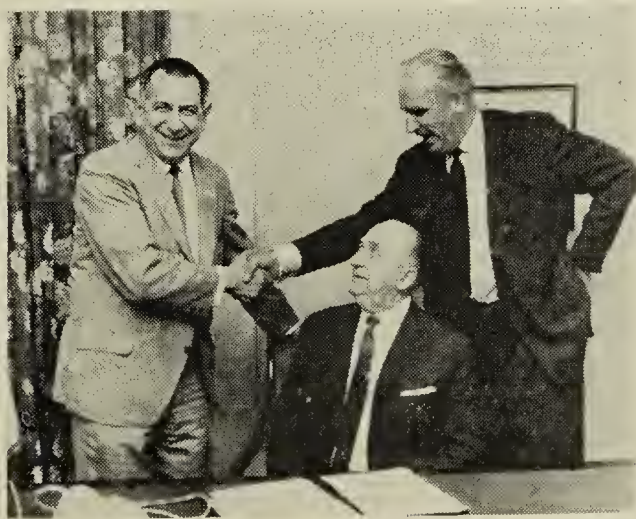
## Phila. Honors Ed Wynn

PHILADELPHIA — Comedian Ed Wynn, whose star-studded show business career has spanned more than six decades, will be honored by the local chapter of the organization that has taken his name as its "Patron Saint" when the Ed Wynn Tent of Circus Saints and Sinners of Delaware Valley holds its May luncheon.

Wynn, a native Philadelphian, has been selected as the Club's "Fall Guy" and will undergo the customary ribbing at the luncheon, Monday, May 3, at the Sheraton Hotel.

The announcement of the selection was made by the club's ringmaster, Joseph C. Scott. Wynn, now 78, is currently involved in film making in Hollywood, but his studio graciously consented to allow him to make the luncheon and receive the club's coveted award.

Proceeds from this event and other club activities go to local charities submitted by the members of the club. This luncheon will start the first clinic in Philadelphia to combat Parkinson's Disease. Wynn is the honorary president of the American Parkinson's Disease Association, Inc. Honorary chairman is producer Walt Disney.



Leonard Lightstone, left, Embassy Pictures executive vice-president; and Heinz Diedrich, Interfilm general manager, shake hands as Willie Kuschel, Interfilm president, looks on, following signing of a distribution deal between the two companies.

RICHMOND, VA. — Felix Bilgrey, counsel for Jean Goldwurm's Times Film Corporation, announced that the Virginia State Motion Picture Censorship Law was invalidated as an unconstitutional infringement of the rights of freedom of speech and press. The decision was handed down by Judge Knowles of the Circuit Court of the City of Richmond.

The decision was the result of a proceeding for a declaratory judgment and injunction brought by Victoria Films, Inc., a subsidiary of Times Film, against the Division of Motion Picture Censorship of the State of Virginia. The action resulted after a ban had been placed on the film company's nudist travelogue entitled "Traveling Light," which had previously been licensed in New York State and other states where licensing is required.

A Times Film release, "Revenge at Daybreak," lead to a historic decision, Friedman vs. Maryland, in which the U. S. Supreme Court voided the existing Maryland film censorship statute and imposed serious restrictions on future movie censorship. In the Virginia decision, the court held that "the Constitutional deficiencies of the Maryland law are likewise deficiencies of the Virginia law."

Felix Bilgrey, who presented both the Maryland and Virginia cases, stated, "The downfall of the 40-year-old censorship procedures in Virginia is a most gratifying event and can be interpreted as a giant step toward freedom for the motion picture screen." Jean Goldwurm praised the decision as being "in the spirit of those freedoms which the United States Constitution stands for, including freedom for the motion picture screens."

## NGC's Newest Launched

CANOCA PARK, CALIF.—Ground-breaking ceremonies for National General Corporation's new \$300,000 Fox Fallbrook Square Shopping Center, were held yesterday (April 27).

Taking part in the festivities were National General executives Dan A. Polier, William H. Thedford, John Klee, Frank Prince, William Hertz and J. Walter Bantau.

Also attending were Joseph K. Eichenbaum, head of Metropolitan Development Corp., builders of the Fallbrook center; Jerry Johnson, president of Fallbrook Square Merchants' Association; Francis Lederer, honorary mayor of Canoga Park, and Gus Bivona, honorary mayor of Woodland Hills.

Opening of the 850-seat deluxe showcase, scheduled for this year, will be staged in traditional Hollywood fanfare of stars, klieg lights, music and excitement.

## N. Y. Industry Shouts "Fore"

NEW YORK—The 14th annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith will be held at the Briar Hall Golf and Country Club at Briarcliff Manor, N.Y., on June 10, Howard G. Minsky, president of the Lodge, announced.

Minsky also announced the appointment of Martin Levine, Cinema Lodge past president, as chairman of this year's tournament, a post he has held since the inception of these annual events under the sponsorship of Cinema Lodge 13 years ago.



# Cleric Cites Audience Training, Boxoffice As Way To Good Pictures

CINCINNATI—The only way to get good movies is to train audiences to demand them, and the best way to censor bad ones is "refusing to buy a ticket," Rev. Albert Bischoff, assistant at Resurrection Church, said in a recent news feature headlined "Movies Must Depict Truth," by Ann Russell, Enquirer's religious writer.

Father Bischoff is convinced that "People need to be taught to appreciate what is good, to detect what is false, just as one needs training to understand a Rembrandt or a Picasso."

Just as the novelists of the 18th and 19th centuries depicted life and its complications during those periods, so movies are the media to present life's problems of our day, inside the theatre and on the television screen.

"Motion pictures are art, but if they are to be true art, they must depict the truth, and in giving the truth they have something to say to us," he contended. "Anything that has to do with man, his actions, with sin, salvation, gets into the realm of theology, even if the director didn't realize it or intend it."

Regarding his opinion that audiences need to be trained to appreciate and demand good films, he said viewers should study the technique of the artists (the producer), the medium he uses, the message he is telling.

"Films need to be analyzed to determine their worth, whether they really reflect life."

Father Bischoff, who also teaches at Elder High School, uses current motion pictures to illustrate points he is endeavoring to get across. Often it's "just so many words when you talk to kids in school or to parishoners on Sunday," he noted, "but show them a good picture and you've made your point."

Any real good movie can offer something whether it's a comedy, drama, musical, or satire. They all have something to tell, the priest-critic observed, "to show up our weaknesses, make us laugh at ourselves, face up to facts, do a better job."

Also, he asserted, any story that concerns itself with man's journey on Earth is getting into the realm of theology with a moral to get across.

But, Father Bischoff cautioned, "We should object and object strenuously to movies that tell lies, present a false picture of life. We should praise and support those that present truth, whether the theme concerns family life or the foibles of sex or drink. A film that is true to life might even be called religious in the sense that all truth is a reflection that leads to God."

The most effective censorship, he said, "is refusing to buy a ticket to a movie that is morally objectionable or artistically bad. The producer will get the message of a poor box office."

It won't happen overnight but give enough people criteria to judge good movies and they will stop going to bad ones, he advised.

"Television is helping motion pictures reach thier status as an art form, he remarked, because people 'who pay \$1.50 to see a movie are demanding more. Otherwise, they'll just stay home and watch the films on their screens."

In the '40s, he added, they were grinding out 300 to 400 movies a year and had no difficulty selling them. "It's different now. They can get that kind of thing at home free."



John G. Broumas, president, Broumas Theatres, Silver Spring, Md., is seen with Lee Hall, who won the best individual campaign in the recent manager of the month drive for Broumas Theatres.

## Filmways Earnings Up As Expansion Goes On

NEW YORK—Net income after taxes of Filmways, Inc., for the six-month period ended Feb. 28 amounted to \$251,235 or 40 cents per share on 621,546 shares outstanding, it was announced by Lee Moselle, president of the television and motion picture production company. This sum, which compares with \$148,564 or 24 cents per share for the corresponding period in 1964, represents earnings 69 per cent higher than those for the comparable six months in the preceding year.

Filmways' motion picture activities under chairman of the board Martin Ransohoff as production head have increased impressively during the past six months. Completed and scheduled for Radio City Music Hall and 500 key theatres throughout the U.S. this summer is "The Sandpiper," starring Elizabeth Taylor, Richard Burton, and Eva Marie Saint. This will be followed later in the year by two other recently completed motion pictures—"The Loved One," directed by Academy Award winner Tony Richardson, and "The Cincinnati Kid," starring Steve McQueen, Edward G. Robinson, Ann-Margret, Karl Malden, and Tuesday Weld.

In pre-production are three motion pictures—"Ice Station Zebra," starring Gregory Peck in Paddy Chayefsky's screenplay; "Don't Make Waves," a comedy by Ira Wallach; and "Day of the Arrow," a Gothic horror story. The new book acquisitions are two exciting stories, "Year of the Rat" and "Castle Keep."

In line with the company's expanded activities, Bud Austin joined Filmways, Inc., in January as executive vice president, his primary functions being the creation, development and sale of television programs, including exploring possibilities in live tv. In addition, a joint venture arrangement recently concluded with Bob Stewart Productions opens up prospects in audience participation shows.

Moselle also called attention to the activities of Filmways of California, Inc., the subsidiary headed by Will Cowan, which continues successfully as a major producer of commercials for important sponsors and their advertising agencies.

## Broumas Circuit Managers Discuss Theatre Operation

SILVER SPRING, MD.—The first quarterly managers' meeting of the Broumas Theatre Circuit was held here. Present were over 50 Broumas managers, representing nine states and the District of Columbia, as well as many industry guests.

The morning session was opened by John Broumas with remarks on the tremendous growth of the circuit in the past 18 months. Gus M. Limbert, western division vice-president, then spoke on the picture in his division. Pennsylvania zone manager K. A. Vaveris opened the business session with a seminar on economy of operation. Following was a seminar hosted by Ed Rosenfeld, head of theatre supervision, which dealt with the operation of shopping center theatres and drive-ins. An advertising and publicity session was conducted by James S. Lipsner, head of the Broumas advertising and publicity department. Lee Artoe held a discussion on projection and sound maintenance and introduced a completely new type of carbon. A short talk on film distribution by Ira Sichelman, president, Capitol Film Distributors, rounded the morning session.

Immediately after the luncheon, Broumas presented the awards for the monthly showmanship drive. The winners were Manager of the Month Wayne Spaid, Barracks Road Theatre, Charlottesville, Va.; best individual campaign, Lee Hall, manager, Beacon, Hopewell, Va.; Honorable mentions, Jack Laughlin, Lincoln Knolls, Youngstown, Ohio, Lamar Keen, Plaza, Winchester, Va.; Jerry Spencer, Page, Luray, Va.; Joe Romanchuck, Boardman, Youngstown, Ohio; John Belz, Visulite, Staunton, Va.; and Vern Wiedner, Bradlick, Annandale, Va.

A product seminar was held by Pierre Lamarre, buyer and assistant to the president. A session in theatre safety was hosted by Al Tameress, head of the insurance division, and Dick Smith, Insurance Corporation of North America. Dick Kirsh, Berlo Vending Corporation, announced a new salesmanship drive to be put on by the drive-in division.

Broumas announced the promotion to district managers of Vincent Ruble, manager, Capital Plaza, and Andrew Benya, manager, Villa.

## Sands Is Para. Distrib V-P

NEW YORK—Ernest Sands, assistant general sales manager of Paramount Film Distributing Corporation, has been elected a vice-president of the company.

Announcement was made by Charles Boasberg, president and general sales manager of Paramount Film Distributing, which is the U. S. and Canadian sales and distribution subsidiary of Paramount Pictures Corporation.

Sands joined Paramount as assistant general sales manager in January of this year, after resigning as general sales manager of Allied Artists Pictures to accept the new post. He was previously general sales manager for Astor Pictures. He entered the industry with Warner Bros. Pictures and was later a film buyer for Fabian Theatres.

## Naify To Commission Post

LOS ANGELES—Marshall Naify, president of Magna Pictures, was appointed to the California State Recreation Commission by Governor Edmund G. Brown.



## Film Council Federation Studies Film-Church Ties

CLEVELAND—The Federation of Motion Picture Councils' annual conference opened at the Sheraton-Cleveland Hotel with delegations from some 30 cities on hand.

The featured speaker at the luncheon was James W. Wall, editor of the Christian Advocate, whose subject was "Today's Movies and Today's Religion." In discussing the new relationship between the church and the cinema, Wall said: "Thus, two divergent streams of our history—the film emerging as art, and the church seeking truth in the secular—have combined to provide us with the present rapprochement between church and cinema."

"This new relationship has come about because the church, in looking outside of itself has begun to listen to the world in its own terms, not in terms that the church would impose upon it. Until a decade ago, words, actions, story lines that explicitly dealt with certain forbidden subjects were kept off the screen. This was due in large measure to pressure from the same religious groups now seeking a new relationship with the industry."

"The church's error in the past, then, has been in our attempt to force moralistic judgments on artistic efforts."

The Federation presented Wall with a special citation "for his enlightened understanding of the need for men and women of all faiths to recognize the language of films as a vital and significant cultural force."

Among the features on the conference program was a special film presentation by Mrs. Margaret G. Twyman, director, community relations department, Motion Picture Association of America, called "Behind the Scenes—Movies 1965." In the film presentation six featurettes about new film releases, including Warner Bros.' "Cheyenne Autumn," United Artists' "Mister Moses," 20th Century-Fox's "The Sound Of Music," MGM's "Young Cassidy," and Columbia's "The Collector" and "Lord Jim." In introducing the film show, Mrs. Twyman discussed the very important contribution which the film companies are making in developing these special featurettes which are presented not only on television, but made available to many organizations and clubs in 16mm.



Rosemary Forsyth, who makes her screen debut in Universal's "Shenandoah," is seen in New York with Phillip Gerard, U eastern advertising and publicity director, and standing behind her, Paul Kamey, eastern publicity manager, at a trade press luncheon.

## Hollywood Finds It Safer To Film Hit Books Than Originals-Robson

By MARK GIBBONS

HOLLYWOOD—Why can't Hollywood use original screen material and develop its own writers rather than steal from the bookshelves?

Because, producer-director Mark Robson told MOTION PICTURE EXHIBITOR, published novels are still the best source for motion pictures as against original screenplays, and while crocodile tears are constantly splashing filmdom's scenery, Robson is confident the exhibitors are in agreement with him. The veteran moviemaker, who recently directed the top-budgeted "Von Ryan's Express," starring a "big name" cast for 20th Century-Fox, has a deep respect for the opinions of the exhibitors who, in the last analysis, he affirms, comprise that vital branch of the industry that has to sell the finished product.

"Taking an idea and developing it expressly for a picture certainly would be advantageous to our industry," he admitted, "but for writers and stars it often proves to be a preponderant gamble."

Robson pointed out, however, that there are a few people, such as Billy Wilder and I. A. Diamond, who repeatedly are successful in turning a raw idea into a box office blockbuster. "You can count them on one hand," he said and then added: "but on the other hand you'd wind up with a hundred fingers! We always will be confronted with this problem as long as the star system in our industry is composed of human beings who think and react intelligently and logically. It's human nature for stars to become more interested in the possibility of performing in a screenplay adapted from a great novel or hit play written by a renowned author, than think of gambling on a piece of material that has not been tested or proven."

Robson's movie, "The Prize," was adapted from a best-selling novel, and so is "Von Ryan's Express" and his next production, "The Centurions." "Express," a David Westheimer novel, was written for the screen by Wendell Mayes. "Centurions," which he will direct for Columbia, is Jean Larteguy's story and Nelson Giddings' screenplay. The film stars Anthony Quinn, Claudia Cardinale, Alain Delon, and Michele Morgan. Robson's list of motion picture hits in recent years include "Peyton Place," "Inn Of The Sixth Happiness," and "From The Terrace." He broke into the ranks of cinema's top directors about 15 years ago with "The Champion" and "Home Of The Brave."

"Writers have become business men, too," Robson asserted. "Original material is scarce because writers have discovered that writing

a movie script on speculation is economically unsound. Their best investment is the novel and play. If it's good, it will eventually find its way onto film."

When 20th-Fox submitted the near-completed script of "Express" to Robson, he said he was immediately impressed with the story he describes as an "exciting melodrama."

"In the book, Von Ryan is a military martinet, a spit-and-polish 'Alec Guinness-Bridge on the River Kwai' type military officer," said Robson. "The primary difference between the book and the movie will be the changing of his character. We felt that altering him as a 90-day wonder American colonel and making him an anti-hero would enhance the dramatic impact of the film."

Another crocodile tear: Why scar the beauty of a great story? Why defeat the purpose of the writer?

"A novel is like a drive in the country, a picture like flying in the clouds," mused Robson. "They both move and excite you, but they are entirely different vehicles. A movie is a different medium of expression and paints a visual and audio picture. Physically, a novel can't do this. We buy a novel because of its characters, its conflicts, its story line, and its dramatic values. The author shows us the road he has built and we try to follow it honestly, but foremost in our minds is one question: How can we make the story into a good motion picture?"

With "The Centurions" set to film in Spain, Robson revealed that the problem with making a picture in Europe is that you spend half your time running around trying to find the availability and whereabouts of key European production personnel. He said his previous experience on the Continent, including a location in Italy for "Express," proved to him "the crying need for some sort of clearing house."

"I plan to discuss this problem with the Screen Directors Guild, which might be the best organization for developing a European central pool of talent. This would list the availability of production managers, assistant directors, cameramen, soundmen, grips, etc. Thus, a Hollywood producer scheduled to start shooting, for example, in Paris in February, need only make one phone call to locate the experienced French and English speaking personnel he will need. I acknowledge it would not be easy to set up such a service. But once the wheels have been set in motion, I can think of no more practical and valuable service to film people everywhere, both here and in Europe."

## Film Page Awards Set

NEW YORK—The Second Annual Boyd Martin Motion Picture Page Awards program was launched with the distribution of the announcement and entry form to some 850 newspapers across the country.

The Awards are sponsored each year by the advertising and publicity directors committee of the Motion Picture Association of America, under the chairmanship of Robert S. Ferguson, vice president of Columbia.

In order to increase participation in this year's awards, the exploitation coordinating group of the committee (Rodney Bush, 20th Century-Fox, chairman) has developed a plan so that each of the field men for each company will be assigned a certain number of newspapers in his territory. When the field men call on these papers, they will discuss the awards program and help them develop their entry by the contest deadline.



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# Boston Critic Sees Self-Regulation As Only Answer To Censorship Cries

BOSTON — Marjory Adams, veteran film critic of the Boston Globe, believes that self-regulation is the only answer to censorship, and in a recent article in the Globe, she discussed the challenge to the film industry.

"Don't look now, but censorship is starting to rear its ugly head again," she declared. "Some people don't believe censorship is ugly—they think nothing can be more repulsive than the lasciviousness of many of the present day motion pictures.

"Because I believe in a freedom which is contrary to arbitrary rules and regulations set down to govern the masses, I am an ardent fighter in the anti-censorship forces. But because I am shocked and disgusted with some of the films which have been shown in Boston during the past year, I understand why fathers and mothers are rising up in protest.

"I think they should go even further in demanding clean films—and they should patronize the ones that are in the theatres now, just to show they mean business. It's no good reviling 'dirty' pictures and then saying, 'Of course, I haven't been to a motion picture theatre since 1959.'

"That means you are just talking a lot and doing nothing to make better motion pictures popular and profitable. As long as the young people and their misguided elders want to see pictures which are tasteless and amoral, the theatre managers will cater to this kind of audience.

"In Hollywood, the grand old man of the cinema is now 80-year-old Sam Goldwyn. Once he was hated by his competitors. Today he is revered. Goldwyn speaks for the better class of motion picture man when he said how happy he was to see an advertisement in the New York papers sponsored by members of the tv and radio entertainment industry in which the Codes of Good Practice were emphasized in the cause of decent programs.

"I would like to see our own motion pictures display the same degree of understanding of its responsibilities to the people," he declared. He said he was bitterly opposed to censorship, but it was up to the film industry to avoid censorship by 'restoring our own self-regulation to a point where it really means something instead of being a mockery.'

"Says Goldwyn, 'We need someone at the head of the motion picture industry who not only commands the greatest respect from the public but who has the fullest authority from the industry itself.'

"He feels that 'backstage maneuvering to avoid honest self-regulation must come to an end. We would not have to go to the Supreme Court of the United States to eliminate censorship if we had a real Supreme Court of our own. This is the time for a real change.'

"We must have action designed to protect the industry from the attacks that will come from the outside unless we do something honestly on the inside. If the public will go half way in demanding good films, patronizing them, and avoiding the ones they decry, and if Goldwyn can persuade Hollywood producers to keep away from salacious scenes and the kind of nudity which is meant only to attract sensation seekers, the demand for censorship would be wholly unnecessary.

"Geoffrey Shurlock, who is in charge of the present Production Code violations, has found it almost impossible to cope with the changed conditions. If foreign films labelled



"Miss Denver Retail Merchants' Association" recently presented the association's award to Jack N. McGee on his new post as National General Corporation's division manager of the 98-theatre mountain-midwest division.

## Beresin Heads Phila. Variety Old Newsboys' Day

PHILADELPHIA—Jack Beresin, who was instrumental in introducing Old Newsboys' Day here eight years ago, was named general chairman for the colorful event to help handicapped children for the eighth consecutive year. His appointment was announced by David E. Milgram, chief barker of Philadelphia Variety Club, Tent 13.

Old Newsboys' Day, which will be staged this year on Friday, June 18, is sponsored by the Variety Club in cooperation with the Philadelphia Inquirer. The funds raised that day by sales of a special "Happiness Edition" support the many Variety Club charitable projects for crippled and handicapped children, including the Variety Club Camp for Handicapped Children at Worcester in Montgomery County; a year round oral treatment and rehabilitation program; a college scholarship program; and the construction of a Variety Club Wing at the new Children's Hospital to be built near the University of Pennsylvania.

Beresin, who is president of ABC Consolidated Corporation, is a former international chief barker of Variety Clubs.

Beresin will direct the efforts of hundreds of volunteers from all walks of life, including show business celebrities, radio and tv personalities, sports figures, city officials, judges, members of legislature, and business leaders, who will sell the "Happiness Edition" in center-city neighborhood, and suburban shopping centers. The "newsboys" and "newsgirls" wear the traditional top hat and gold coin apron to sell the souvenir newspaper at prices set by the purchaser's generosity—preferably for folding money.

as art are allowed free entry to these shores and into our theatres why tell the Hollywood producer he can't have the same freedom as a maker of foreign films? It doesn't seem sensible or right.

"Nor does it appear logical to censor film stories when you let much more salacious material be sold in book form. It's a mess, however you look at it, but somehow this situation must be faced by mature, right-minded people."

## Daylight Saving Struggle Looms Again In N.C.

RALEIGH, N.C.—Drive-in theatre interests, having just been successful in killing a bill which would have put North Carolina on daylight saving time during the summer months, now are faced with a new daylight saving threat.

Senator Ed Kemp, Guilford County, introduced a bill which would provide for a state-wide referendum on the daylight saving time issue. The bill would have the referendum conducted at the same time as the 1966 general election, and Kemp said it would end the biennial bickering in the Legislature over the issue.

The proposed referendum would be on a daylight saving time proposal identical to the one killed by a House committee recently. North Carolina clocks would be turned ahead one hour the first Sunday after May 30 and turned back again the Sunday before Labor Day.

In introducing the bill, Senator Kemp said, "For many years, the Legislature has wrestled with the question of daylight saving time without, in my opinion, finding a totally satisfactory solution." He said his bill would allow "all the people" to make the decision, "those who operate and attend outdoor dramas and drive-in movies as well as those who simply prefer an extra hour of daylight for fishing, swimming, or patio living.

"If the voters reject daylight saving time, the Legislature can construe the decision to be a mandate and busy themselves in the 1967 session with the problems of the state without the hours and days of bitter bickering that has slowed this and other sessions."

## BV Seminar In Chicago

CHICAGO—Buena Vista introduced mid-west exhibitors to a summer schedule of releases at its product meeting here. Irving H. Ludwig, president of the Walt Disney distribution subsidiary, chaired the session.

Exhibitors, more than 120 strong, traveled from as far as Minneapolis and Indianapolis to be briefed on the publicity and advertising plans for the June release of "Cinderella," "The Monkey's Uncle" in July, and the current "Mary Poppins."

Assisting in the presentation were Harris Dudelson, Chicago district manager, and Charles Good, Chicago salesman. Accompanying Ludwig from New York were Leo Greenfield, Western division sales manager, Paul Lyday, and Frank Petraglia.

## Getzler To Hanna-Barbera

LOS ANGELES—Bud Getzler has been appointed vice-president and general manager of Hanna-Barbera Productions, it was announced by William Hanna and Joseph Barbera.

In line with Hanna-Barbera's current expansion, Getzler will be active in Hanna-Barbera's television and motion picture production as well as the firm's industrial films and commercial division.

Getzler was formerly executive vice-president and treasurer of Format Films. He also served as vice-president at UPA.

## MCA Preferred Dividend

NEW YORK—The board of directors of MCA, Inc., declared a dividend of 37½ cents per share on its outstanding convertible preferred stock to preferred stockholders of record on June 18, payable July 1.



## Rocky Mt. Meet

(Continued from page 5)

most valid reason there will be no realistic curtailment to the abuse of such treatment in the majority of films. If that day of abuse should ever dawn, you may just as well make up your minds that the average theatre will be not unlike the shady newsstands which currently display printed pornography."

Msgr. Little said that the "major reason" for the "widespread criticism" of motion picture product is to be found in film advertising.

"From our earliest years," he said, "we were taught not to judge a book by its cover. Yet the public persists in judging all of you by the advertising-cover created perhaps by a few. . . .

"Blame can be placed upon distributors who supply you with the offending copy and trailers, or you can attempt to shift the blame to the exploiters of nudist and other films. I may understand these distinctions but your public does not."

Msgr. Little added, "You are no longer back in the days when movies were only escapist entertainment. Surely there is a place today for escapist films. But a refusal to recognize that movies have also become a serious medium for influencing the thinking of mankind is little short of culpable obscurantism. . . .

"Your vocation as community teacher is a high and noble one. It demands responsible maturity of you. A maturity which understands that the cry for decency is not necessarily anti-sex, anti-intellect, anti-art, anti-profits—but a cry for the most powerful and magnetic of the arts to be true to itself.

"You may be inclined to protest that 'what I do doesn't really make a difference' because it is the producers who determine the style and content of films. Surely there is much to what you say, but nevertheless you cannot alibi your way out of doing what you can because social involvement is the creed of our times and non-involvement or being-on-the-outside are anathema in today's world.

"In spite of handicaps, then, you and your association have considerable power to determine what manner of art is given to the people. The effective exercise of that power will, of course, be measured by the degree of cooperation and support which you receive from your community and from the motion picture industry, specifically from the Production Code Authority."

Msgr. Little said "on the question of community cooperation, we are hopeful that you will soon witness a renaissance of interest from the churches and the schools.

"Cooperation, however, is a joint action on the part of all parties concerned. For you, this means that you must make contact with the schools and churches in order to plan programs carefully and to promote them in an orderly and well-timed manner."

In an address to the convention, Melvin L. Gold, general sales manager, National Screen Service, pointed out that showmen throughout the country could well realize the tremendous importance of trailers and their uses. He stated that more and more television, was taking a page from every showman's book in using the tried and proven technique of trailers. "There isn't an hour of tv programming on the air, that isn't utilized to plug one or several television programs either for the same day, the same week or the following program."

## The NEW YORK Scene

By Mel Konecoff

ANDREW AND VIRGINIA STONE, WHOSE NAMES HAVE BECOME A BYWORD in films involving suspense in recent years, have a pretty good track record. Out of the last seven features made under the MGM banner, only one, "Lost Voyage," didn't make any money, and this was the one that the critics really raved over.

We saw the talented couple the other day across a Sardi luncheon table just prior to their showing their latest film, "The Secret Of My Success," to MGM executives, and they related that they had a ball with the making of this "black comedy," a term Mr. Stone used, which means the humour is on the macabre side. The picture, which stars Shirley Jones, Honor Blackman, and Stella Stevens, was filmed two-thirds in London and one-third in Portugal, and he had lavish praise for the cooperation and conditions in the latter country.

They turned over the army, air force, and historical palaces to Stone to do with as he wished, and it is one of the few places left in the world, they related, where film makers don't have to have standby labor. He made pictures all over the world but never witnessed such great helpfulness. He recalled another instance. They were shooting a scene that was being watched by a crowd of about two thousand people, and the assistant director didn't have the next set-up quite ready for the cameras. The schedule called for a crowd riot scene, so he asked Stone would he like to shoot that while they waited, using the spectators. Stone was flabbergasted because he had no money to pay these people, but the assistant said don't worry. A short time later, the spectators were milling and storming antagonistically in front of the cameras after a speech from the assistant, and the Stones had another scene in the can—for free.

They needed some castles in England, and the idea of trying to get some horrified their British contacts. So they picked up the phone, talked to a duke here and a duchess there, and over tea worked out all the arrangements. Some were movie buffs and some just liked the Stones. One duchess even offered a cigar after tea, but Mrs. Stone declined. (Aside to V.S.: Next time take it and send it over to us.)

Their next, the first in over three years to be made in the U.S., will be filmed on location as usual and is called "The Winning of the Skies," with screenplay by Ernest K. Gann. This will go before the cameras in the fall in color and wide screen for MGM release once again. It will encompass a history of aviation in this country. As a follow-up, the Stones are considering making a musical, "Song of Norway," in Norway. At one time, Mr. Stone used to concentrate on musicals, but ever since he married Virginia, they've concentrated on suspense. There should be some kind of moral one can draw from this, and if we find it we'll advise.

**MAIL: "THANKS VERY MUCH FOR THE PLUG IN YOUR COLUMN IN THE ISSUE of April 21. Yep, I have seen Philadelphia on a Sunday, and, by and large, you are right. However, there is one big thing you overlooked on this particular Sunday—IT WAS EASTER. Second only to New York's Fifth Avenue Parade, Philadelphia has the biggest Easter Parade in the country. Literally hundreds of thousands of people are on the streets. They go even further than New York in that they schedule a real parade with floats, bands, plus the usual quota of beautiful ladies in their new Easter finery.**

**All of this by way of advising that we weren't exactly asleep when we scheduled our Rolls-Royce to be in Philadelphia on this particular Sunday. Sincerely, Emery W. Austin. P.S. Will still buy you a shrimp cocktail anyhow" (Boy, is our Easter tie red).**

**IT'S KIDDIE TIME: THE OTHER DAY PRODUCER MICHAEL MYERBERG BOUGHT** lunch for exhibitors and the press at Sardi's to report that his "Hansel And Gretel" has brought in record business on weekends in the Washington, D.C., and Albany areas. This led him to state that "the grosses indicate sufficient income to warrant the production of first class films for this market, the most crucial in the motion picture industry today. Audiences are returning to the theatres, reminiscent of the early days of motion pictures, when matinee performances for children were a vital and integral part of motion picture programming. The child audience is the audience of the future and we were delighted to find that we could bring them into the theatres in unprecedented numbers.

"Films for children are entering a new era. It is no longer sufficient to play a 'title.' You must have product to back it up. We were told that the market was disappearing. One week before our Washington play dates, another children's film played to 20 per cent of our grosses (30 theatres grossed \$63,200). There has been similar history around the country. This important market must be carefully cultivated. Pictures in the past that have been offered are cheap, foreign-made films, at a cost of 15 to 20,000 dollars. They have capitalized on the failure of first-class product to enter the field. This 'hunger' has been abused, and the future product in this market will have to be of a quality to attract an audience. We have demonstrated that the potential income will warrant the expenditures of large sums for this market."

In line with this thinking, Myerberg announced plans for the immediate production of four new fantasy films for children based on famous fairy tales, and he expects to have Victor Borge as storyteller and musical composer on at least two of them.

Herb Hauser, Monroe Greenthal Agency, reported when it opens in New York it will have 120 tv spots going for it in the area, with all children's programs covered; Bill Doll offered all publicity help possible; Leo Samuels stood ready to assist on the sales end. Exhibitors Ralph Donnelly, Marty Friedman, and Charlie Call told us they were impressed, and that's a pretty good recommendation.

Myerberg recalled that when he finished "Hansel And Gretel" 10 years ago after five years of production and turned it over to RKO Radio Pictures, nothing happened because they didn't follow through. They also didn't know what they had. They only got 6,000 to 7,000 dates.



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MOVIE

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SPEAK NOT EVIL

A BIG HAND FOR THE LITTLE LADY

NO END OF TERROR

THE SENTRIES

POOR RICHARD

A NOBLE PROFESSION

SUMMER TOUR

STRONG ARE THE LONELY

ROBINSON CRUSOE A-GO-GO

AN AMERICAN DREAM

BURBANK





# LONDON Observations

By Jock MacGregor

AS A RULE I DO NOT WRITE ABOUT PICTURES UNTIL THEY ARE IN production. Exhibitors do not wish to hear about producers' pipe dreams, and I have never had any desire to provide promoters with enthusiastic clips with which to mislead ill-informed financiers into believing that the film world awaits the project with bated breath. Anyway, rules are made to be broken! I am doing so now not because of a good lunch but because great enterprise was involved; the story rights and not an option have been paid for in full; and a sizeable sum has already been spent.

The biggest problem facing producers everywhere is finding suitable stories. Worldwide, they are in short supply. Oh yes, everyone can tell you of the book that is just waiting to be filmed, but invariably research will reveal that if it is any good someone holds an option. Indeed, if anyone could ferret out the fortunes spent over the years on unfilmed properties, an astronomical total would be revealed. Some of course, are purchased solely for a title; others to protect another subject.

But the producer who buys a story rejected by a major studio will have the greatest difficulty in setting it up no matter how he sees it or how imaginative his casting may be. Ivan Foxwell has long suffered from this. He fully realizes that only the strongest stories can stand up to the present day requirements of financiers, distributors, exhibitors—and stars. How to get his hands on one, even with all the money available, has been the tricky part.

Through persistence and social contact, he saw the advance typescript of Adam Hall's "Quiller Memorandum" and immediately knew that here was the story for him. Rank's John Davis and Freddie Thomas were equally enthusiastic about the potential. Even then, the author received several bids from Hollywood and was not interested in an option. Davis, with characteristic pugnacity, told Ivan to buy outright without argument.

Now he has one of the hottest properties in years. Following serialization in the Daily Mail it became the Book Society's choice and started selling at the rate of 1,000 a day here. His greatest thrill is that it has been named "Book of the Month" in America. Now top stars are clamoring to be considered though the first draft script will not be ready for a few weeks. Ivan is justifiably sitting on top of the world, and I have no regrets that his enthusiasm having rubbed off a bit has caused me to skip my rules.

**THE RESPLENDENT BEMEDALLED REGIMENTAL SERGEANT MAJOR** announcing the guests for a reception in the state rooms at the Royal Hospital, the home of the famous Chelsea Pensioners since Nell Gwyn's days, was decidedly taken back when I gave my name as Jock MacGregor. He a'hemmed, caught his breath, and bellowed with parade ground emphasis: M-I-S-T-E-R MacGregor. It was of no avail. MGM's Mike Havas immediately turned to his co-host, Lieutenant General Sir Reginald Denning, and Re-introduced me as "Jock." Honor was restored. The party was to announce the London premiere of Carlo Ponti's "Operation Crossbow" in aid of service charities at the Empire on May 19.

DESPITE THE EFFORTS OF THE INTERNATIONAL FEDERATION OF FILM Producers Associations to curb such promotions, more than 150 film festivals throughout the world, if those for science-fiction, mystery, religious, exploration, short, and what-not films are included, are planned this year. Only seven (and maybe eight if Venice adjusts its rules and is accepted) are competitive for features. Not only is this a severe strain on finances and personnel, but it is a major problem to find suitable pictures to represent those countries which do not have state subsidies to promote arty-crafty films. Incidentally, the latest "with it" cult which I recently recorded in this column is to be recognized at the San Sebastian Festival when the films in the retrospect section will be dedicated to "Horror on the Screen," and the "first international discussion on horror films" between writers critics, sociologists, etc. will be staged. Universal-International promised full cooperation.

**THERE IS A TREND TO PRODUCE LIGHTHEARTED COLOR MUSICALS WITH** pop stars here. Nat Cohen and Stuart Levy have unveiled two such diversions, "Three Hats for Lisa," with Joe Brown, and "Wonderful Day," with Billy Fury. Ingratating, gay, and without complications, they should make many moviegoers very happy. Currently, they are completing "Catch Us If You Can," with Dave Clark, which will be a Warners release in the Western Hemisphere . . . Tongue-in-cheek, cloak-and-dagger, special agent comedy adventure, punctuated with cliff-hanging thrills, gets a further airing in the Michael Ralph-Basil Dearden UA release, "Masquerade." Starring Cliff Robertson, Jack Hawkins, and Melissa Mell, the title is most apt. Nobody is what they seem to be, and to outline the plot would be a near impossibility. Great fun, it packs sufficient suspense to give the toughest moviegoers clammy hands. . . . though Cinerama did not press-show their new Anglo-Hungarian picture, "The Golden Head," when it opened at the Royalty, Ron Lee sent me a neat tie and an ashtray. Cinerama has completed a \$280,000 ticket agency deal to cover the first year of "Greatest Story Ever Told" . . . at the Casino. . . . Recently retired Audrey Bustin is writing his autobiography—"Bustin into Show Business." . . . Overheard as a group of eggheads left the preview of an offbeat experimental film—"I think it is the thing to like." Ye gawds. . . . I have attended some odd premieres and watched starlets of all nations preen themselves, but the preview of Rank's latest "Look at Life," "Cool Cats," provided a new experience. Some of the feline stars attended, and the purrs of the cat lovers as their favorite pets prowled the screen were enough to make sensitive observers squirm.

## Gloomy Annual Meet Mulls Future Of Subscription TV

WILMINGTON, DEL.—Subscription Television, Inc., has "reasonable expectation" of having declared unconstitutional the California legislation outlawing paid television, Sylvester L. (Pat) Weaver, Jr., president, told a gloomy second annual meeting at the Corporation Trust Company's offices here.

S-TV's six directors were reelected for one-year terms; the selection of Arthur Anderson & Co., as independent auditors was ratified; and stockholders also approved reduction of the corporation's capital by \$2,500 by retiring 2,500 shares of common stock of \$1 par value owned by the corporation.

Weaver said the California legislation which snuffed out S-TV's Los Angeles area business was instigated by the "movie people," and he called this "a sordid story."

Assets of S-TV on Dec. 31 totalled about \$7½ million and, Weaver said, the company has major equipment in storage and hopes to put it to future use. Possibilities he mentioned include sale of tape rights held by S-TV to the television industry. Another and larger possibility mentioned would be to go into the community antenna television business.

Any large scale activity, Weaver said, would require added financial support as the assets of the business will be required for its continuing legal battle. While working toward a solution of its difficulties, S-TV has been permitted by the Federal District Court in New York to remain a "debtor in possession" under Chapter XI of the Bankruptcy Act.

Among stockholders attending the meeting was John J. Gilbert. He got into a sharp altercation with the corporate secretary and counsel, John Nelson Steele, who threatened to have Gilbert ejected at one point.

## Technicolor Ups Kent

BEVERLY HILLS, CALIF.—J. Curtis Kent has been named vice-president of advertising and public relations of Technicolor Corporation, it was announced by Melvin H. Jacobs, president.



KENT

Kent joined Technicolor in 1961 as director of advertising and PR. From 1958-61 he served as advertising manager and sales promotion manager for the Schick Safety Razor Company, and from 1950-58 he engaged in sales management and sales promotion for McKesson-Robbins, Inc., major wholesale drug firm.

## Para. Names Managers

NEW YORK—The appointments of Gerry W. Haile as Kansas City branch manager and C. Webber Howell as St. Louis branch manager were announced by Charles Boasberg, general sales manager of Paramount Film Distributing Corporation.

Haile, formerly Paramount's assistant branch manager in Dallas, succeeds Harry Hamburg, who has retired after 39 years of service with Paramount.

Howell was previously Paramount sales manager in Atlanta. He replaces Harry Haas, who also has retired following a 41-year association with Paramount.



## BUFFALO

There was a unique social event when the board of managers of the Rehabilitation Foundation of the Children's Hospital played host to the barkers of the Variety Club at dinner in the hospital dining room. This big annual event has always been held in the Tent 7 headquarters. There was a capacity audience in attendance. The dinner was held in the hospital in recognition of the wonderful work done by the Buffalo Variety Club for its chief charity, the Rehabilitation Center. Mrs. Howard T. Saperston, president, board of managers, welcomed the guests. Hospital director Moir P. Tanner presided. Mrs. Frank B. Quinlivan spoke on behalf of the Women of Variety. The highlight was the presentation by Telethon chairman and past chief barker Nathan R. Dickman of a check for \$140,000 to the Rehabilitation Center, through Dr. Robert Warner, director of the Center. The huge sum was realized through the recent sensationally successful Telethon conducted by the Variety Club. Another highlight was the presentation to the Rehabilitation Foundation of a Sunshine Coach made in behalf of Tent 7 by chief barker Anthony T. Kolinski. . . . James J. Hays, manager, Cinema Theatre, and chairman of last summer's Variety International convention in Buffalo, will head the Buffalo delegation to this year's San Francisco world-wide pow-wow. Barbara Quinlivan, president, Women of Variety, will head a delegation of members of that active organization. . . . John B. Basil has been named manager, Kensington, community link in the Dipson chain and for many years one of the leading Shea circuit houses. A native of Buffalo, he formerly was affiliated with Associated British Cinemas in London and the Genesee and Century, Buffalo. . . . Rochester's seventh annual Movies-on-a-Shoestring Festival is scheduled for May 22 and 23. The event, which started modestly in the Rochester Public Library and grew from 200 viewers the first year to 1,000 last year in the Dryden theatre in the George Eastman House, now will become a two-day show. Amateur movie makers and professionals who make 8mm and 16mm movies are invited to submit sound or silent films of any length for showing. . . . A spring membership luncheon was held in the Variety Club headquarters, with chief barker Anthony T. Kolinski presiding. A brief business session was held to discuss the progress of the club this year and to talk over instructions to delegates to the Variety International convention. Following the business session, barkers viewed a 28-minute film with sound, "The Wonderful World of San Francisco." The following new members were introduced: Warren Potash, Mike Klein, Ed Little, Sam Dine, Jim Fuller, Bob Olin, Hal Youngblood, Jim Makris, Marc Lippman, Tony Mercurio, Welden A. Waters, Peter Sukernek, Edward V. Crowe, Norman Schrutt, John J. Radice, Richard L. Smith, Sam Krieter, Charles Finnerty, Richard Aaron, and Stan Jasinski.

## CHARLOTTE

C. O. Hall has been named manager, National, Greensboro, N. C., succeeding R. B. Williams, who has been transferred to Mount Airy, N. C., according to an announcement by Dave Carvin, Jr., district manager of North Carolina Theatres, Inc. . . . There was a fire at the Carolina, Fayetteville, N. C., on Sunday afternoon, April 4, but patrons were left undisturbed and the showing of the film continued as firemen quickly extinguished a small blaze in an upstairs room. It was the second theatre fire at Fayetteville in recent weeks.



At a recent press cocktail party at the Four Seasons Restaurant, New York, were, left to right, Jules Buck, co-producer of "Will Adams"; Peter O'Toole, who will star in the title role; and Joseph E. Levine, president, Embassy Pictures, who will act as executive producer of the Paramount release.

Earlier, a boiler room fire at the Broadway caused evacuation of the building for a short time. Damages were slight in both incidents.

## CINCINNATI

Drive-ins and baseball officially opened the spring season here. Because the trend in movie attendance moved steadily forward during the winter months, area exhibitors hope this coming season will top it, the best over-all attendance record sustained during the past five years. Another trend being carefully watched is first-runs in the suburban houses. Since this area has become an industrial center, exhibitors are nibbling at the idea the city is ready to support first-run suburban theatres without undermining first-run houses in the core area. Cincinnati Theatres' new suburban Princeton Cinema is scheduled for completion in late August. Rumor has it that new theatres are being considered in several other key suburbs. . . . "Sound of Music" opened April 7 at Mid-States' Dabel, Dayton, O. With an advanced reserved-seat sale breaking house records. The film is also enjoying a good run at International '70 here, with extra matinees scheduled for Easter week. . . . Marshall Thompson, actor-director-writer, received wide media coverage while here to promote MGM's "Clarence, the Cross-eyed Lion," scheduled for early area openings.

## COLUMBUS

Sheldon Smerling, president, Beacon Enterprises Inc., Los Angeles, is expected to announce the transfer of the lease on RKO Grand to his theatre organization. Local RKO officials have not received official notification of the change. Beacon operates conventional and Cinerama theatres in Boston, Chicago, Montclair, N. J., Detroit, Denver, San Francisco, Fresno, Calif., and Montreal. The Grand has been operated as a Cinerama house since October, 1960. . . . Charles Purcell, veteran member of Local 12, I. A. T. S. E., was presented with a gold membership card on the occasion of his 50th anniversary as a member. . . . Herman Hunt, who operates Hunt's Cinestage in Columbus and Hunt's McCook in Dayton, is the newest member of the Independent Theatre Owners of Ohio. . . . Earl Ebling is the new assistant manager at Northland Cinema. . . . "Goldfinger" closed its record-breaking 15-week run at Loew's Ohio after playing to about 120,000 admissions, one-fifth the population of Columbus. . . . Marshall Thompson was here to do advance

publicity for his appearance in MGM's "Clarence," The Cross-Eyed Lion." . . . Screen players dominate the list of stars announced for personal appearances in the fifth summer season of the Kenley Players here at Veterans Memorial, starting with Dick Shawn in "A Funny Thing Happened on the Way to the Forum" the week of June 8. Others include Alexis Smith, Zachary Scott, Craig Stevens, Robert Goulet, Carol Lawrence, Walter Pidgeon, Earl Erightson, Lois Hunt, George Hamilton, Susan Watson, Jack Jones, Milton Berle, Betsy Palmer, Allen Ludden, Betty White, Anita Bryant, Ann Southern, and Gig Young. . . . Mt. Vernon, Ohio, Drum and Bugle Corps and the Pershing Rifles of Ohio State University presented a commemorative program for the 100th anniversary of the assassination of President Lincoln at the opening of the Civil War adventure, "Major Dundee," at RKO Grand. . . . The Columbus Dispatch, supporter of film censorship and foe of sexy films, said editorially that the selection of "My Fair Lady" and "Mary Poppins" for top Academy Awards "is interesting and even reassuring." The choices mark a return "to the golden era of motion pictures," said the newspaper. The editorial added: "The oil that smooths the turning of the industry's wheels is pumped out of such popular diversions as 'My Fair Lady' and 'Mary Poppins.'"

## DALLAS

The Inwood had special Easter holiday matinee showings of "The Sound of Music." . . . Local television stations will be requested to give audience classification of movies they schedule if a recommendation of the Dallas City Council of Parent and Teachers Associations is approved. The council's board of managers is asking that the council and local units write letters to the stations asking that they list audience classifications of scheduled films in the newspapers. . . . The Electronovision version of "Harlow" is scheduled to open in 11 theatres here on May 11. Prior to the opening, Janet Day, Bobbie Whitby, Maureen Gaffey, and Jackie Amdre, billed as the "Harlow Girls," will visit a local store on a bathing suit promotion. . . . The Joseph E. Levine Embassy Pictures' "Harlow" is expected to open at the Wilshire and Rex Cinema on June 23. . . . Interstate Theatres will also open the Majestic for the closed circuit telecast of the Indianapolis 500 Memorial Day auto racing classic. The Palace was originally scheduled to carry the race, but so many people were turned away last year that Interstate decided to show the race in both theatres, according to James O. Cherry, city manager for the circuit. . . . Chill Wills, Hollywood film star and native Texan, was in to film a series of dog food commercials for Jim Dandy. . . . The Gemini Twin D-I, built here by Barton R. and Gordon McLendon at a cost of approximately \$1,500,000, opened. . . . Bill Becker, representative of the Universal publicity staff, was here to publicize some of Universal's films which are becoming available for booking. "Shenandoah" will be an Interstate "Project Picture," and premiere in Houston on June 3, and will open here the following day. . . . More than 15,000 entries were received in the 11th annual Academy Award Sweepstakes here. Debbie Brown, 13-year-old girl won first prize, \$500 in cash plus a round trip to Hollywood for two. The sweepstakes was sponsored by the Dallas News in cooperation with Delta Airlines and six theatre circuits, Interstate, Stanley Warner, Rowley United, I. B. Adelman, B. R. and Gordon McLendon, and General Cinema Corp. Theatres, which operates 23 the-



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Sukow has been with the deluxe house, the newest to be built in the downtown area, for the past three years. Mrs. Solomon moves to Seattle where her husband, a government employee, has been transferred.

## SAN ANTONIO

Mrs. Minnie Leons has been named winner of the annual Academy Award Sweepstakes contest sponsored annually by the San Antonio Express, Interstate Theatres, and Cinema Art Theatres. Mrs. Leons will receive a six month pass to Interstate and Cinema Art theatres for her Academy Award guesses. Second place winner will receive a three month pass to the theatres, and third place winner will receive a two month theatre pass. Theatre officials said that a record number of sweepstakes guesses were entered this year. . . . Big John Hamilton, erstwhile film actor and operator of Big John's Steakhouse, has an extensive collection of photographs of movie stars on display, all autographed. Latest addition to the collection was that of Johnny Crawford, star of the Texas made "Indian Paint," who paid a visit to the city on behalf of the film. . . . George A. Kaczmar, manager, Josephine, has a number of entries in the H. E. B. Food Stores coloring contest mounted on the box office of the Josephine. First prize is a \$50 U. S. Savings Bond; second prize a \$25 savings bond; and the next 50 winners will receive two free passes to a forthcoming attraction at the Josephine. . . . Lynn Krueger, manager, downtown Majestic, will open "Shenandoah" on June 4 following the premiere of the film on June 3 in Houston. The film has been designated as a "Project Picture" by the Interstate and Texas Consolidated Circuits with the first of some 200 release dates in the Texas territory. James Stewart and other stars of the film may visit here following the premiere showing.

There will be a complete new facing for the stage, new carpeting, and repainting. New seats are to be installed next year. All work will be done at nights and during the mornings so that there will be no interruptions of the regular showings. . . . The Aztec and the San Antonio Express are sponsoring an I like Elvis Better Than the Beatles" contest.

## Film Judging Standards Seen Vital For Youth

NEW YORK—How educators may meet youth's need for standards to apply to film in an image-saturated culture was discussed by a panel of educators and motion picture authorities at the National Catholic Education Association's annual convention at the Hilton Hotel.

George Stevens, Sr., director of "The Greatest Story Ever Told" and Ben Gazzara, who will star in the forthcoming film version of John O'Hara's novel, "A Rage To Live," were joined in the discussion by five other experts on screen education and film making. The panel was sponsored by the Motion Picture Association of America.

More than 600 teachers and high school principals attended the 90-minute discussion of "Motion pictures—Language of the Twentieth Century." The panel on film education at the NCEA gathering stemmed from increased awareness on the part of educators and religious organizations that today's young people must be offered standards for judging the merits of films.

The panel discussed current attitudes of film makers and suggested ways of introducing film study in high school curriculums.

In addition to Gazzara and Stevens, panelists were Jonas Rosenfield, vice-president 20th-Fox, panel moderator; the Rev. John M. Culkin, S.J., director of communications, Fordham University; David Stewart, consultant on the arts, American Council on Education; Henry Herx, executive secretary, National Center for Film Study, and Mrs. Margaret Twyman, community relations director, Motion Picture Association of America.

The Roman Catholic Episcopal Committee for Motion Pictures, Radio and Television has urged that educators introduce formalized film education programs for youth noting that:

"The communications revolution is so recent a phenomenon that education in general has not come abreast of it. Young people are still taught as if films and television did not really exist, as if the media had influence neither upon the formation of their lives nor upon the molding of the 20th century culture and values. In a word, present day pedagogy continues to function as if, outside of the immediate contact of the living voice, the only important and valid means of human communication was still the written word."

## SEATTLE

Capricorn Films, Inc., first film production company to incorporate in the state of Washington, has been organized to make feature length films and will be based in Seattle, with financial backing from Seattle and San Francisco investors. With offices in the Central Building, Seattle, the new firm is headed up by Eugene Anthony, San Francisco, as president-photographer. Fred Carlisle, also associated with Pacific Raceways, is secretary-treasurer and Irving Lerner, Hollywood director of screen and television, is director for the first film. Capricorn's first effort, "Everyone Loves Saturday Night," will be shot in Brazil in full color, starting this summer. Magna Pictures will distribute the film, budgeted at about \$250,000. . . . Business was exceptionally good during the pre-Easter week, with special holiday matinees scheduled. . . . Don Conley, BV district manager, was in the Seattle exchange working with Seattle branch manager Norman Chesler.

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# REVIEWS

**The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product**

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVICESECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO  
Vol. 73 NO. 14

APRIL 28, 1965

## ALLIED ARTISTS

### The Fool Killer

DRAMA  
98M.

Allied Artists  
(Landau)

ESTIMATE: Off-beat drama can use special attention.

CAST: Anthony Perkins, Dana Elcar, Henry Hull, Salome Jens, Charlotte Jones, Arnold Moss, Sindee Anne Richards, Frances Gaar, Wendell Phillips, introducing Edward Albert. Directed by Servando Gonzalez; executive producer, Worthington Miner; produced by David Friedkin; associate producer, Herbert R. Steinmann.

STORY: Twelve-year-old Edward Albert runs away from a foster family and heads west. One of those he comes in contact with is old, dirty Henry Hull in his second childhood, who revels in a life of non-conformity and who tells the boy that there is a tall bogey man about known as The Fool Killer, who kills off the fools of the world. Albert is impressed with the tale. He accompanies Hull to town where he is taken ill and recuperates in the home of the town constable, whose daughter, Sindee Anne Richards, informs Albert that her father intends sending him back to his home. She helps him get away in the night. Next, he meets Civil War veteran Anthony Perkins, who lost his memory during the war and who travels all the time avoiding cities and people. He allows Albert to come along with him. One night, they come across a camp meeting where reverend Arnold Moss conducts a revival meeting that deeply affects the boy. He blacks out, and when he reawakens, finds that Perkins is gone, and Moss has been murdered by an axe. He searches for Perkins without success and is taken in by storekeeper Dana Elcar and his wife, kindly Salome Jens, who lost her own child in birth. They are kind to him, and he remains there for a while until Perkins reappears. The boy persuades him to meet his new family and then he leaves. Perkins is upset when Albert refuses to come along with him, and he later returns, axe in hand. He climbs to the roof of the house and falls to his death. Later, a train passes, and Albert begins to wonder whether it isn't time to move on again.

X-RAY: A sophisticated and mystic aura surrounds a runaway boy, whose adventures otherwise might have made a good entry for the youngsters and family trade. In its present form, it is offbeat and a mite too different for this type of audience. One wonders whether the art spots might not prove of more value in the playoff of the film. Performances are fine, with young Edward Albert impressive in the role of the confused runaway. The direction and production are noteworthy. The screenplay is by Morton Fine and David Friedkin, based on the novel by Helen Eustis.

AD LINES: "The Unusual Adventures Of A Runaway Lad Seeking A Place In The World";

"A Young Boy Takes On The World As A Runaway And Encounters Unusual Adventures."

### Young Dillinger

MELODRAMA  
102M.

Allied Artists

ESTIMATE: Typical crime-does-not-pay meler.

CAST: Nick Adams, Robert Conrad, John Ashley, Mary Ann Mobley, Victor Buono, Dan Terranova, John Hoyt, Reed Hadley, Robert Osterloh, Anthony Caruso, Art Baker, Gene Roth, Ayleene Gibbons, Frank Gerstle, Emile Meyer, Beverly Hills, Harvey Gardner, Helen Stephens, Patty Joy Harmon, Sol Gorse, Wally Rose, Walter Sande, Ted Knight, Mike Masters. Produced by Alfred N. Zimbalist; associate executive producer, Byron Roberts; directed by Terry O. Morse.

STORY: Nick Adams (John Dillinger) and Mary Ann Mobley are in love, but a lack of money prevents their marriage. Mobley convinces him they should rob her father's business, and they get away with \$8,000. A justice of the peace refuses to marry them because they are under age. They go from city to city on a wild spending spree until they are finally arrested. Mobley's father convinces Adams he should take the rap by himself, and he goes to prison for five years. A fellow convict sees Adams as a bright crime prospect, and a complicated prison break is planned. They get away with the help of Mobley, and Adams forms a gang with Robert Conrad (Pretty Boy Floyd) and John Ashley (Baby Face Nelson). They commit every kind of crime, working up to bank robbery and many murders. Mobley, now pregnant, tries to convince Adams to go straight, but he is after personal notoriety. He is Public Enemy No. 1 when Mobley decides to finger him for the FBI. Adams' wasted life of crime is at an end.

X-RAY: Plenty of violence, flaming machine-guns and a decidedly over-simplified message of morality make this a typical crime meller that may please the least discriminating movie audience. Performances are suitably shrill, and direction and production adequate. The whole thing has a decidedly old-fashioned flavor, and it comes from more than the period of the '20s and the old cars. One almost expects to see Edward G. Robinson or Jimmy Cagney come snarling into the scene. Action spots can probably use it on the program although some tightening would have helped. The young cast may attract a young audience. They would probably be better off seeing something else, but maybe this is what they want. Screenplay by Don Zimbalist and Arthur Hoerl.

AD LINES: "His Blazing Guns And Thirst For Vengeance Made Him Public Enemy No. 1"; Her Love Was Great . . . But His Lust For Violence Was Greater."

## COLUMBIA

### Genghis Khan

MELODRAMA  
124M.

Columbia  
(Filmed abroad)  
(Color) (Panavision)

ESTIMATE: Impressive adventure story.

CAST: Omar Sharif, Stephen Boyd, James Mason, Eli Wallach, Francoise Dorleac, Telly Savalas, Robert Morley, Yvonne Mitchell, Woodrow (Woody) Strode, Michael Hordern, Gustafo Rojo, Branislav Radovic. Produced by Irving Allen; associate producer, Euan Lloyd; directed by Henry Levin.

STORY: As the Yesugai Mongols ride, they are attacked by a band of Merkit Mongols led by Stephen Boyd. The chief is killed as are most of the men of the tribe, but the chief's son is taken prisoner and made to wear a large round wooden collar. When he grows up, Omar Sharif (Genghis Khan) tricks Boyd into removing the collar and then escapes, aided by wise man Michael Hordern and dumb Woody Strode. The trio free a number of other slaves until Sharif has a large band with a need for women. They raid the camp of Boyd again, and Sharif steals princess Francoise Dorleac, betrothed to Boyd, and marries her. Later, her three brothers follow. Boyd learns of the camp's location and manages to recapture Dorleac, attacking her. Sharif retakes her, and they move eastward toward China. As they proceed, it becomes apparent that Dorleac is to have a child. Enroute, they come across a disabled wagon of a Chinese ambassador, James Mason, on his way home. They help him and escort him to Peking, where he introduces Sharif to emperor Robert Morley, who welcomes him warmly. When the Manchurians threaten in the north, Morley appeals to Sharif for aid, and he defeats the invaders, headed by Boyd. Boyd is taken prisoner and given a wooden collar to wear. Sharif in recognition is given the title of Genghis Khan. Eventually Boyd escapes. When Sharif tries to get Morley to permit him and his people to go home, he refuses to hear of it. Sharif tricks his way out, and with Mason as his side as adviser, he sweeps across the countryside conquering many lands and peoples. Only in Mongolia is he opposed by Boyd. When he conquers his army, a personal combat ensues between them. Boyd is killed, and Sharif is fatally wounded.

X-RAY: The tale of the famed barbarian who conquered half the world is overflowing with action, adventure, intrigue, and glimpses into history, as well as romance. Competent performers, good direction, and able production help make this an exciting film that should be appreciated by the seekers and lovers of adventure. A bit of editing might have improved the release even more, but this critique is not really a vital one although it could be a helpful one. Screenplay is by Clark Reynolds and Beverly Cross, based on a story by Berkely Mather.

TIPS ON BIDDING: Higher bracket in some situations.



AD LINES: "He Conquered Half The World And Made His Name A Word Meaning Terror"; "An Action-Packed Moment of History Comes Alive On The Wide Screen."

## EMBASSY

### Kimberley Jim

DRAMA  
82M.

Embassy  
(Wide-screen)  
(Color)  
(Filmed abroad)

ESTIMATE: Pleasant programmer.

CAST: Jim Reeves, Madeleine Usher, Clive Parnell, Arthur Swemmer, Tromp Terre' Blanche, Vonk De Ridder, Mike Holt, David Van Der Walt, June Neethling, Freddie Prozesky. Produced and directed by Emil Nofal.

STORY: In 1910 in South Africa's booming Kimberley diamond region, Americans Jim Reeves and Clive Parnell are selling patent medicine and earning money by playing poker a bit on the shady side. They win the diamond claim of Arthur Swemmer, after which they offer to take him in as a partner and return to the small town near which he has his diggings. Parnell is especially pleased to meet his attractive daughter, Madeleine Usher, and they lay out much of their bank-roll for back debts. Local hotel owner Tromp Terre' Blanche, who also controls the only available water in the region, raises his rates. This causes resentment among the miners and a boycott of the hotel and saloon. At this time, David Van Der Walt arrives after serving a prison term for killing a man in a fight to find that he and his young son, Freddie Prozesky, who has been brought up by Swemmer, don't recognize each other. Van Der Walt backs down from a fight with Mike Holt, and the boy feels that his father is a coward. Usher's boy friend, Vonk De Ridder, battles Holt, but this is interrupted and a boxing match is scheduled for the pair another time. De Ridder beats him. The Americans return Swemmer's deed to him, after which diamonds are found on the claim. They decline a partnership, preferring to move on. Meanwhile, Van Der Walt strikes water on his claim which relieves the pressure on the miners. He also demonstrates forcibly to his son that he isn't a coward. Everyone except Terre' Blanche winds up happy.

X-RAY: A decade ago or so, several companies used to specialize in this type of film, containing a story replete with a pair of good-natured heroes who weren't really crooks but only slightly crooked; a heroine; her father, who was a good chap who should hit it lucky any time; a hero who was the strong backward type; dancing girls; a villain out to make a buck no matter who it hurt, etc. Nearly everyone stood ready to sing at the drop of a note, and of course everyone, except the villain, wound up happy at the outcome. History has repeated itself here. Performances are average, and direction and production are serviceable. The story and screenplay are by Emil Nofal. It's a pleasant enough programmer.

AD LINES: "Fun, Music, Adventure In The Diamond Fields Of South Africa"; "The Diamond Fields Of South Africa Not Only Offer Wealth But Fun And Adventure."

### The Secret Of Magic Island

NOVELTY  
65M.

Embassy  
(Eastman Color)  
(French-made)

ESTIMATE: Cute bit of fluff strictly for the kiddies.

CREDITS: Directed by Jean Tourane; screenplay by Louise de Vilmorin; music by Richard Cornu; narration by Philip Tonken.

STORY: Magic Island is a land where all the animals live and play in harmony because of

a magic wand that helps keep the peace. The Black Genie knows about the wand and wants to get it. He joins a fair that comes to the small village and eventually gets the wand, which makes him master of the elements as well as of the fairy, the owner of the wand. A young musician and a friend go after the wand and encounter all kinds of adventures. Eventually, they wind up with the wand after the Black Genie accidentally turns himself to stone. When the heroes return, all is peaceful and tranquil in the village again as the fairy does her good deeds.

X-RAY: A most talented cast of animals stands ready to transport its audience of youngsters into another world filled with excitement, thrills, suspense, and cute bits of comedy and agility. The trained animals are aided and abetted by some fine and artful color camera work and an attention-holding English narration. It could serve most admirably for matinee shows.

AD LINES: "See Real Live Animals Act Just Like They Were People"; "A Novel And Wondrous Adventure."

## 20th-FOX

### Fort Courageous

MELODRAMA  
72M.

20th-Fox

ESTIMATE: Okay programmer.

CAST: Fred Bier, Donald Barry, Hanna Landy, Harry Lauter, Walter Reed, Joseph Patriedge, Michael Carr, Fred Krone, George Sawaya, Cheryl MacDonald. Produced by Hal Klein; directed by Lesley Selander.

STORY: A relief patrol is on its way to Fort Courageous, and among the men is sergeant Fred Bier, who has been court martialed on a false charge. He is to eventually wind up in a federal prison. They come across a band of Indians attacking a pair of women, a mother and daughter, Hanna Landy and Cheryl MacDonald, and rescue them as well as taking prisoner the son of the Indian chief. The officer in charge is wounded, and it is left to Bier to guide the group to the fort, assisted by scout Harry Lauter. They eventually reach the fort only to find that the sole survivor is Major Donald Barry, who is being retired. He attempts to leave the fort but is fatally wounded. When Lauter tries to find a way out, he is captured, tortured, and killed. They battle on until there are few survivors. At this point, the Indians recognize the courage of the small band remaining and allow them to go on their way.

X-RAY: This programmer should do okay as a supporting entry with a fairly interesting yarn that has a few unpleasant moments, adequate performances, and average direction. The screenplay is by Richard Landau.

AD LINES: "A Parching Desert and Menacing Indians Must Be Overcome Before They Can Reach 'Fort Courageous'; 'Trapped In A Pocket of Hell With A Scalping Party On Every Side.'"

## UNITED ARTISTS

### Masquerade

COMEDY ADVENTURE  
101M.

United Artists  
(Eastman Color)  
(Filmed abroad)

ESTIMATE: Entertaining comedy adventure.

CAST: Cliff Robertson, Jack Hawkins, Marisa Mell, Michel Piccoli, Bill Fraser, Christopher Witty, Tutte Lemkow, Keith Pyott, Jose Burgos, Charles Gray, John Le Musurier, Roger Delgado, James Mossman. Produced by Michael Relph; directed by Basil Dearden.

STORY: Vital oil concession talks between Britain and one of the Near Eastern countries have broken down, and the Foreign Office sends Colonel Jack Hawkins, knowledgeable

in the field, to work things out. Hawkins hires former wartime American buddy Cliff Robertson, an unsuccessful soldier of fortune, to help him. Charles Gray, another Foreign Office official, objects, but Hawkins wins out. Hawkins assigns Robertson the task of guarding the country's young prince, Christopher Witty, who likes the British and who plans on renewing the lease once he becomes of age in three weeks. He is kidnapped by Hawkins. While at the coastal villa, Robertson becomes involved with an odd gang, among whom is beautiful Marisa Mell. He believes that they are interested in smuggling and in getting a powerful speed boat that is housed next to the villa. He is knocked out, and the boy is stolen by the gang. While a prisoner, he learns that Hawkins is involved with the kidnappers, who are holding the prince for ransom with Robertson to be blamed for it all when it is over. Robertson bungles his way in and out of a few situations and eventually rescues the prince, convincing Hawkins that he owes his country his allegiance. Both are rewarded when the Prince is safe, and the oil leases are to be renewed. Mell, it turns out is married to one of the gang, so Robertson is on his own again. The only unhappy ones are the oil country's regent and his associates, who had other plans for the country's oil.

X-RAY: This comedy adventure is filled with suspense and fun, as well as intrigue, all of which help make the entry an entertaining one. A preview crowd seemed impressed with the events on the screen, which included good performances and smart direction and production. There are several neat touches in the production, which should be appreciated by most audiences. A bit of extra promotion and selling could mean a bit more attention box-officewise. Cliff Robertson, incidentally, as the bumbling soldier of fortune, demonstrates a fine flair for the comedic. The screenplay by Michael Relph and William Goldman is based on the novel "Castle Minerva," by Victor Canning. The use of color is an added asset. It's James Bond stuff done with an even more pronounced tongue-in-cheek.

AD LINES: "A Hard Hitting Cloak-And-Dagger Yarn That's Also Lots Of Fun"; "Thrills . . . Action . . . Intrigue . . . Put Together To Tickle Everyone's Funny Bone."

## UNIVERSAL

### The Naked Brigade

MELODRAMA  
99M.

Universal  
(Filmed in Greece)  
(Partially titled)

ESTIMATE: Fair programmer.

CAST: Shirley Eaton, Ken Scott, Mary Chronopoulou, John Holland, Sonia Zoidou, Eleni Zaferiou. Produced by Albert J. Cohen; directed by Maury Dexter.

STORY: In 1941, Shirley Eaton arrives on the island of Crete to get her archeologist father off because the Germans are threatening to take over. He finally agrees, but as they get ready to leave, a bomb kills him. Her Greek friend, Sonia Zoidou, takes her to the home of her family in the hills, but they find that her home has been destroyed and her family killed. Both are taken in by a group of Cretan women guerillas, headed by Mary Chronopoulou, who rescue them from some German soldiers who are killed. Eaton demonstrates her usefulness by being able to drive the truck to the hideout where she meets Ken Scott, Lieutenant of a Greek regiment that has been wiped out. He speaks English well, having been brought up in the U.S., and confers with British radio operator Major John Holland about supplies which can be useful in hindering and annoying the Germans. Holland promises to try to get Eaton back to Britain as well. Meanwhile, Chronopoulou becomes jealous of the attention Scott pays Eaton. The latter tries to meet a sub, but



Germans are waiting and she is forced back with the guerillas. Scott receives word that a valuable cargo ship will be in the harbor, and he and the girls try to blow it up. When their underwater apparatus is ruined, they swim through the harbor until Scott attaches the mine. Their escape is blocked, but Scott clears the way as the explosion takes place. Later, he arranges for Eaton to leave for home.

**X-RAY:** This foreign-made entry has its ups and downs, with some moments being more interesting than others. There is some suspense and bits of action as well as fair performances and adequate direction and production. The whole seems suited to a lower half entry on the program. A bit of shortening might have been of value. The screenplay is by Albert J. Cohen and A. Sanford Wolf, based on an original story by Irwin Winehouse and A. Sanford Wolf.

**AD LINES:** "That 'Goldfinger' Girl—Shirley Eaton—Is In Trouble Again"; "A Suspense Adventure Drama Of Women At War."

## The Secret Of Blood Island

MELODRAMA  
84M.

Universal  
(English-made)

**ESTIMATE:** Unpleasant programmer.

**CAST:** Barbara Shelley, Jack Hedley, Charles Tingwell, Bill Owen, Peter Welch, Lee Montague, Edwin Richfield, Michael Ripper, Patrick Wymark, Philip Latham. Produced by Anthony Nelson Keys; directed by Quentin Lawrence.

**STORY:** When the plane of a British secret agent Barbara Shelley is disabled as she is flying over the jungles of Malaya, she bails out and hides in the jungle. She is aided by British sergeant Jack Hedley, who informs her that the whole area is infested with Japanese. Her only way to avoid capture is to return with him and the others to their Japanese prisoner of war camp, where the men have a rough time of it under sadistic officers. Not all the men are happy about hiding her as they know it could mean serious trouble, especially as the secret police know she is somewhere in the vicinity and are searching for her. Beatings will be the order of the day until someone talks, and one of the men is beaten to death without revealing that she is in the camp. Several others die until she is discovered and taken into custody by the secret police, who plan on taking her to Singapore. Hedley intercepts the car, frees her, and holds off her pursuers until she gets away. He dies in the attempt.

**X-RAY:** Herein is an unpleasant story about a prisoner of war camp in Malaya with all kinds of tortures, restrictions, cliches, and bits and pieces of story material that stretch the imagination. The acting is average, and direction and production are standard. John Gilling wrote the screenplay. It's best suited as supporting filler.

**AD LINES:** "One Woman Among Hundreds Of Men In A Prisoner Of War Camp"; "A Dramatic Experience Involving One Woman And Hundreds Of Men."

## Shenandoah

DRAMA  
105M.

Universal  
(Technicolor)

**ESTIMATE:** Fine drama heightened by impressive Stewart performance.

**CAST:** James Stewart, Doug McClure, Glenn Corbett, Patrick Wayne, Rosemary Forsyth, Phillip Alford, Katherine Ross, Charles Robinson, James McMullan, Tim McIntire, Eugene Jackson, Jr., Paul Fix, Denver Pyle, George Kennedy, James Best, Tom Simcox, Berkeley Harris, Harry Carey, Jr. Produced by Robert Arthur; directed by Andrew V. McLaglen.

**STORY:** By 1863, practically every southerner in Virginia is involved in the Civil War except farmer James Stewart, a widower, and his six sons, Glenn Corbett, Charles

Robinson, Jim McMullan, Pat Wayne, Tim McIntire, Phillip Alford, the youngest. He also has a daughter, Rosemary Forsyth, and a daughter-in-law, Katherine Ross, married to Wayne. Stewart rules his brood with love, devotion, and discipline, and he has maintained a position of neutrality as long as his family and lands aren't threatened despite pressure from the boys who want to fight on the side of the south. He resists attempts by the south to draft his boys and by the north to draft his animals. Ross gives birth to a baby girl, and Confederate Lieutenant Doug McClure, in love with Forsyth, gets Stewart's permission to marry her. He is summoned to the front immediately after the wedding. When Alford finds a rebel cap in a stream and dons it, he is mistaken for a rebel by Union troops and is taken prisoner. This finally moves Stewart to action, and he and the others set out to try to locate him, leaving Wayne, Ross, and the baby to care for the farm. They are unsuccessful, but when they stop a prisoner of war train and free the captives, they find McClure among them. He is reunited with Forsyth. Alford makes a break with others who try to escape from their prison camp and is wounded. Stewart gives up his search, and they return home to find Wayne and Ross have been murdered by looters, with only the baby surviving. Another son, Corbett, is accidentally killed by a nervous boy in Confederate uniform. As they attend Sunday services at the local church, Alford arrives home on a crudely-made crutch, and a measure of peace settles on Stewart.

**X-RAY:** This well-made drama aptly demonstrates that war is hell, affecting the guilty and the innocent to varying degrees. The head of a family finds all attempts to remain neutral during the Civil War are fine but futile, and his efforts to keep family and home together make for a fascinating, interesting, and often heart-tugging drama. James Stewart is masterful as the widower who worries about his family, and the family is also excellently cast. Newcomer Rosemary Forsyth impresses in her first role. The acting is generally of quality calibre, and the direction and production values are first rate. The use of color is quite valuable in helping to put the film across. It should be well received by all types of audiences with well-merited interest. The original screenplay is by James Lee Barrett.

**TIP ON BIDDING:** Higher bracket.

**AD LINES:** "A Fine Drama About A Family Caught Up In The Hatreds And Volatile Moods Of The Civil War"; "A Sensitive, Wonderful Tale About The Civil War And Its Effect On A Southern Family Who Tried To Remain Neutral."

## FOREIGN

### Fanny Hill

COMEDY  
104M.

Famous Players

(Made in Germany; dubbed in English)

**ESTIMATE:** Farcical treatment of innocence untouched by life in a bordello.

**CAST:** Miriam Hopkins, Letitia Roman, Walter Giller, Alex D'Arcy, Helmut Weiss, Ulli Lommel. Produced by Albert Zugsmith; directed by Russ Meyer; screenplay by Robert Hill, based on the John Cleland novel.

**STORY:** Letitia Roman, country-bred sprite, arrives in London, a bawdy, bustling place in the mid-Eighteenth Century. While looking for employ, she is sent to the home of benevolent madam Miriam Hopkins, whose "girls" have as customers the plums of the bluestocking trade. Roman does not think it strange that her benefactress involves her with some curious "relatives" including lecherous old cousin Helmut Weiss and satyrish cousin Walter Giller. While Hopkins is kind to Roman, her impatience to have Roman take

up her duties as a full-fledged member of the household begins to tell. Man after man fails to breach the impenetrable fortress of Roman's innocence until, on an outing in the country for the benefit of ranking officers in His Majesty's Navy, Roman is struck by young seaman Ulli Lommel. While waiting out a storm in a haystack, country girl Roman removes her silk dress to prevent it from being ruined—is frightened by the presence of a strange mouse—and becomes enamoured of the ensign. Of all things, Hopkins can not have her protegee in love with a young (and poor) ensign so she arranges to have him "pressed" and turns to Roman's indoctrination with renewed vigor. The poor girl leaves her suitors in such a state that a fake marriage is arranged to accomplish the impossible. Roman, pining for her ensign, is led to believe he deserted her and agrees to marry cousin Giller, but Lommel returns in the nick of time.

**X-RAY:** The original "Fanny," controversial, long-banned fiction dealing with the life and loves of a woman of pleasure, is here played for primarily comic values. Miss Roman's virginity, combined with her fresh, youthful sexuality, mark her as a strange standout in the brothel of Academy Award winner Miriam Hopkins. The two sided nature of Hopkins, maternal protector and would-be corruptor, collides with Miss Roman's trusting, innocent ways at every turn. While the dubbed lines are often witty and sophisticated, the comedy plays well in situation and manner to help offset the distraction of lip sync. Miss Hopkins' girls are unquestionably an eyeful, which in itself will serve as notice that this isn't for the young. The ploys and foibles are decidedly adult oriented. Moreover, the interest angle revolves about "how long can a poor girl hold out?" Miss Roman proves she is up to holding out for at least 104 minutes, a fact which left more than one member of the screening room audience remarking "nothing happened!" This, in the final analysis, is the bit. Nothing happens to Roman, despite the best efforts of her experienced "cousins" and kind auntie. It is exceedingly well photographed, and direction is better than average. The comic values will be received variously by different audiences, but the exhibitor will want to screen the picture for himself before he decides to play it. Fast-buck situations need take no such precautions.

**AD LINES:** "Memoirs Of A Woman Of Pleasure Come To Life On The Screen"; "They said 'Fanny' Couldn't Be Filmed."

### My Baby Is Black

DRAMA  
80M

American Distributing Corp.  
(French-made)  
(Dubbed in English)

**ESTIMATE:** Tender miscegenation romance.

**CAST:** Gordon Heath, Francoise Giret, Aram Stephan, Mag Avril, Herve Carault, Fred Carault, Vivane Mery. Produced, directed and written by Claude Bernard-Aubert. A Lodice-G.F.F.-Athos Films Co-production.

**STORY:** Francoise Giret, French student in the Latin Quarter, falls in love with colored student Gordon Heath. He stresses all the obstacles facing their love—lack of parental understanding, hostility from all sides, social barriers—and suggests that sooner or later she will regret the relationship. She tells him that she is strong enough to overcome the problem. The idyllic love affair progresses. Finally, he tells her that the differences between them are so enormous they may prove insurmountable. Pregnant, Giret has a frightening scene with her parents and tries to return to Heath. He has been arrested for having rescued a small colored boy who was being mistreated by a storekeeper. The lovers do not meet, and Giret believing herself no longer loved, goes off without having told Heath about her condition. They are reunited, however, in the hospital after Giret has a child—a black child. Because they are

(Continued on Page 5280)



## ALPHABETICAL GUIDE TO 225 Feature Reviews

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**Z**  
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## My Baby Is Black

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one in spirit and have courage, they set out to build their future happiness together.

X-RAY: This film is not of the sensational type suggested by its title and the hyped advertising campaign. Rather, it is a potent miscegenation romance adroitly shot on the streets and by-ways of Paris, with lovely

black and white photography by Jean Col-lomb. There is really nothing new or startling here, with studied performances turned in by the two youthful leads. The use of the word 'Nigger' a half a dozen times is, perhaps, the jarring note in the lyrical, if unconventional, romance. The age-old problems are illustrated once again with some of the racial philosophy a trifle hard to follow, but integrated with the subject matter.

At times, the film lacks an aura of professionalism, but this only enhances its over-all charm. Film can play as part of the program particularly in colored situations, where the theme will make it a natural. Elsewhere, its limited appeal is obvious.

AD LINES: "Their Love Was Strong Enough To Overcome All Barriers"; "A Poignant But Unconventional Young Romance."





APRIL 28, 1965

SECTION THREE  
Vol. 73 NO. 14

# EXPLOITATION

**ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.**

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## Columbia Has Records

A dozen new long-play and single records cut by five major recording companies will serve as the core of a major program of music promotion designed by Columbia Pictures for five of its upcoming releases.

Involved in the across-the-board presentation of new recordings for Columbia Pictures are such important record firms as: RCA-Victor, Columbia Records, Liberty Records, Victor's Red Seal label, Capitol Records and Colpix Records.

Films included in the broad new musical promotion campaign on upcoming films are: Richard Quine's "Synanon"; Stanley Kramer's "Ship of Fools"; Irving Allen's "Ghenghis Kahn"; Jerry Bresler's "Major Dundee"; and Harold Hecht's "Cat Ballou." The five films, all slated for release soon, are in addition to a list of current Columbia releases getting heavy music promotion. These include "Lord Jim," a film by Richard Brooks, which is enjoying at least a half-dozen different pressings of music based upon its soundtrack; and Pakula-Mulligan's "Baby The Rain Must Fall," which is the source of both album and single pressings by Ave Records.

Major recordings due to make their debuts through the end of May include: a "Synanon" album cut by Liberty Records; a "Ship of Fools" album recorded by the Boston Pops Orchestra on RCA Victor Red Seal; a "Ghenghis Khan" album cut by RCA Victor; a "Major Dundee" album by Columbia Records and two singles of songs from the Columbia Pictures release sung by Mitch Miller; and a Nat King Cole recording of "Cat Ballou" to be released by Capitol Records. Additional Recordings are also slated.

## Book Promo On "Pawnbroker"

Macfadden-Bartell, paperback book publishers, have launched a joint promotion with the Landau organization on "The Pawnbroker." The publishers, who have already gone into two printings on their edition of the Edward Lewis Wallant novel, are working now to tie up some of the biggest paperback retail points for display to coincide with the openings of the film.

Promotional material on the film, including rack cards, flyers, streamers and pre-packs have already gone out to Macfadden-Bartell field men. The book promotion is comparable to the promotional campaign being conducted by Mercury Records which is putting out the Soundtrack Album, composed and conducted by Quincy Jones, and numerous single records of the theme song with lyrics by Jack Lawrence.

**LOOK FOR EXPLOITATION  
EVERY OTHER WEEK IN  
MOTION PICTURE EXHIBITOR**

## AIP Ad Agency Forms 'Teen-Age Dept. For "Beach Party" Products



'James Bond' and 'Sherlock Holmes' met in a head-on collision high over Times Square, New York, in this billboard battle instigated by alert United Artists' executives.

In a move considered to be a "first" anywhere in the United States, The Goodman Organization, long-established Los Angeles advertising agency, announces the formation of a "teen-age" department devoted to the handling of products created especially for this burgeoning market.

Heading this department in the Goodman firm will be Grant Ross, recent Southern California arrival from Seattle. A graduate of the University of Washington majoring in economics and motivational research, he also performed emcee duties for KEPR-TV's "Teen-Time" and handled special promotional activities for KPRW Radio.

The decision to create this special "teen-age" department comes as a natural evolution of past agency experience according to Mort Goodman, agency president, because of its association with many successful teen-age motion pictures.

The Goodman Organization is the national agency for American International Pictures, the leading producers of movies for the teen market. AIP has pioneered in this field with such hits as "Beach Party," "Beach Blanket Bingo" and the soon-to-be released "Ski-Party" starring Frankie Avalon, Dwayne Hickman, Deborah Walley and the "Beach Party" gang.

"Working with AIP advertising director Milton I. Moritz has been a revelation," Goodman stated. "Together we have analyzed every aspect of this market. We know what type of copy appeals to them, what approaches are most effective on radio and TV and, most important, we have thoroughly studied media from coast-to-coast, market by market, and developed an invaluable knowledge of the most effective radio and TV stations in each situation," Goodman concluded.

## Big Book Promotion Set

A major book promotion for Paramount's forthcoming "The Amorous Adventures of Moll Flanders" has been set with New American Library, which is publishing Daniel Defoe's classic novel in a new paperback edition with full movie credits and cover art.

A provocative color photograph of star Kim Novak dominates the cover of the new Signet book, which will be launched with a large-scale national promotional campaign. Streamers, rack cards, posters and other accessories will be available for point-of-sale displays in thousands of retail outlets throughout the U.S. and Canada.

## Signs Of The Times, Square?

Two of England's most famous sleuths, James Bond and Sherlock Holmes, met in a head-on collision high over Times Square recently, precipitating a verbal free-for-all among their thousands of New York fans walking below.

The arresting confrontation among these two supercrimebusters, resulted from the following plot:

The other day an eagle-eyed United Artists executive in his 7th Avenue office was startled to see a huge billboard on the corner of Broadway and 49th Street staring him in the face and carrying the following challenge: "Sherlock Holmes makes James Bond look like a sissy. 'Baker Street' is a musical gem."

Rising to the challenge in true 007 tradition, the UA mogul barked a few terse orders into his battery of telephones, and soon, a new sign just above the other display went up with this message:

"Sherlock Who???—James Bond, Agent 007 . . . and speaking of 'musical gems,' have you heard the music from the 'Goldfinger' album on United Artists records?"



# "Major Dundee" Rides Into Chicago With Horse Race, Stage Money, Etc.

"Major Dundee" literally rode into its premiere at Chicago's Roosevelt Theatre, Chicago, recently on one of the most attention-getting exploitation campaigns the city has seen in recent years.

An opening day horseback race between "Major Dundee" and his savage Apache antagonist, Sierra Charriba, started in Dundee, Illinois, and finished 40 miles later, in front of the Roosevelt Theatre. All major radio-TV and newspapers in the Chicago area covered both the starting ceremonies and downtown Chicago finish of the race. Additional excitement was added to the event by the fact that the race's ending took place in the midst of Chicago's late afternoon rush hour.

Additional promotional mileage was scored through the topical Chicago Astronaut's parade which swept the city. Both Major Virgil I. Grissom, and Lcdr. John W. Young were greeted by a huge banner across the Roosevelt Theatre marquee on which "Major Dundee" welcomed them. Hundreds of thousands of dollars in United States greenbacks bearing the film's promotional message were distributed along the parade route by a Cavalry officer and an Apache chieftan.

A huge calendar "Major Dundee" countdown sign on the front of the theatre heralded the arrival of the Charlton Heston starrer through a Civil War daily anniversary chart displaying illustrated historical facts of exactly 100 years ago. The "Major Dundee March," recorded by Mitch Miller and his "Sing Along Gang," was played on outside loudspeakers a month in advance.

In addition, Brock Peters, one of the stars of "Major Dundee," toured Chicago for three days reaping an all-media publicity reward for the film, through personal appearances and radio-TV and newspaper interviews.

## "The Sandpiper" Fashions

Metro-Goldwyn-Mayer has arranged with the Saks Fifth Avenue stores for an exclusive fashion promotion for Martin Ransohoff's "The Sandpiper"—starring Elizabeth Taylor, Richard Burton and Eva Marie Saint—which MGM is grooming for release this summer in one of the most extensive play-offs of recent years.

Saks Fifth Avenue fashion stylist Lynn Stuart, noted for her sportswear, has designed an exciting new collection inspired by the film.

The promotion is scheduled for the summer and will be launched with a six-page advertising section in the May issue of Harper's Bazaar. The clothes shown in the section were photographed against the magnificent scenic backgrounds of Big Sur, in northern California as seen in "The Sandpiper."

Saks Fifth Avenue stores throughout the country will co-ordinate their individual promotion efforts with local MGM field press representatives. All stores are planning window, interior and elevator displays.

Saks Fifth Avenue has also photographed seven additional styles for special publicity purposes. These will be made available to women's page editors.

Harper's Bazaar is backing "The Sandpiper" promotion with strong editorial support in its May, June and July issues.



Universal recently held a sneak preview of "Fluffy" for children at the Kip's Bay Theatre, New York; and co-star Tony Randall is seen helping distribute candy packages to the youngsters.

## Movable 'Khan' Billboard

The attention of millions of Los Angeles residents and visitors will focus on a mammoth painted billboard bulletin heralding the arrival of "Genghis Khan" through a new billboard rotating placement plan pioneered by Columbia Pictures.

An important part of the Columbia Pictures "Genghis Khan" campaign in the Los Angeles market, the rotation of the mammoth 644 square foot sign will make it possible for the film's outdoor advertising to reach the total Los Angeles-Long Beach market.

Unlike a set plan of advertising on a few important streets, the unique campaign makes use of a large number of billboards throughout the market. The display will be installed May 1 along the busy Sunset Strip where an estimated one million pedestrians, motorists and area residents will be exposed several times a day to the "Genghis Khan" message. From this location the bulletin will be moved every month to another location, thereby covering the total market prior to the film's release.



Mobs of teen-age editors, mostly female, turned out recently to greet and question England's Gerry and the Pacemakers at an interview held for them at United Artists' New York home office to plug the quartet's "Ferry Cross The Mersey."

## Yellow Rolls On Tour

The 1930 Phantom II Sedan de Ville which "plays" the title role in MGM's all-star Anatole de Grunwald production of "The Yellow Rolls-Royce," is on a three-month, 6,000 mile tour of 29 key cities throughout the United States and Canada, starting in Philadelphia.

The spectacular automobile will be in the trained hands of London-born Rolls-Royce expert Robert Lawrence, who began his successful career as a Rolls-Royce chauffeur in 1949, after qualifying at the famed Rolls-Royce School of Instruction for Professional Chauffeurs.

The yellow Rolls-Royce will be stationed at key locations in the cities to be visited. Extensive radio-TV and newspaper coverage has been arranged by advance man Tom Baldridge, of the MGM Exploitation Department.

The cities on the yellow Rolls-Royce tour itinerary are: Philadelphia, Baltimore, Washington, D.C., Richmond and Norfolk in Virginia, Raleigh and Charlotte in North Carolina, Atlanta, Birmingham, Memphis, New Orleans, Houston, Dallas, Fort Worth, Oklahoma City, Wichita, Kansas, Kansas City, St. Louis, Chicago, Cleveland, Detroit, Toronto, Buffalo, Rochester, Syracuse, Albany, Boston, New Haven, Connecticut, and New York City.

## Coppertone Highlights Baker

A major national promotion for Joseph E. Levine's "Harlow" has been set with Coppertone Suntan lotion, which will feature Carroll Baker in its extensive newspaper and radio campaigns during the coming months.

Miss Baker and "Harlow" will be highlighted in over 100 full-page newspaper ads and many additional half-page ads placed by Coppertone. Four thousand radio spot commercials also will plug the Paramount drama and Miss Baker's starring role.

## New Filmack Booklet

Filmack Trailer Company has just released its New 1965 Merchant Screen Ads Booklet, telling exhibitors how to gain extra revenue during their intermission.

This booklet contains information on new sales aids to help sell more ads, an additional new booklet "Background and Illustrations," a new animated clock shell, plus many other new ideas.





High school students and members of Omaha Youth Clubs recently viewed exhibits of United Artists' "The Greatest Story Ever Told" in the ball-room of the Sheraton Fontenelle Hotel, Omaha, Nebr., following a showing of the film.



This special train promoted from the Sheraton Park Hotel was used recently to transport distinguished guests at the Capitol premiere of United Artists' "The Train" from RKO Keith's to Decatur House for the post-premiere reception.



Promoted by Columbia's "Lord Jim," Garfinckel and Company's Washington, D. C., department store gave storewide exposure to the film with five key fashion shows arranged and advertised in all of Washington's daily newspapers.



Steve Rossi, of Allen and Rossi, recently welcomed fans to the RKO Palace, New York City, and signed pictures and copies of the records of the theme song of Rizzoli's "Mondo Pazzo," which he sings.



This huge next attraction wall sign put up by National General Corporation at Grauman's Chinese, Hollywood, Cal., to announce the opening of United Artists' "How To Murder Your Wife."

# EXPLOITING PICTURES IN PICTURES



The 20th Century-Fox soundtrack album of "Zorba The Greek" is given a special window display at the Doubleday Book Shop, located at 52nd Street and Fifth Avenue in New York.



This group of Hellenic dancers recently appeared in native costume at the Fine Arts, Beverly Hills, Cal., in connection with the showing of 20th-Fox's "Zorba, The Greek."



Bob Azzara, assistant manager, Astor, New York City, checks part of the priceless French art reproduction display set up there in connection with the showing of United Artists' "The Train."



## THE EXHIBITOR'S EXPLOITATION EFFORTS

GENEVA WOOD, manager, Trans-Texas' Fine Arts, Denton, Texas, felt that MGM's "Get Yourself A College Girl" was a great promotion challenge for her college town of an enrollment of approximately 13,000 students. Fortunately, she was able to secure an up and coming recording group, "The Chessmen," for a stage appearance on Wednesday, Thursday and Friday nights and a special Saturday matinee. This group consists of three freshmen students at N.T.S.U. and one high school student. This gave more incentive to patrons from N.T.S.U. and the high school to attend and see the film along with a most successful stage show.

Taking all means of advertising the personal appearances of "The Chessmen" along with "Get Yourself a College Girl," Mrs. Wood enlisted the aid of a local disc jockey who started plugging "The Chessmen" and the picture three weeks in advance of playdate on his favorite evening programs by playing their records. One week in advance very special, catchy commercials were started around this disc jockey's program to add to the interest he had already created.

One week in advance of playdate the local paper ran a two column write up on "The Chessmen," opening day of the picture they ran another story and a three column picture.

One week before playdate, circulars were distributed around the college advertising "Get Yourself a College Girl" and the personal appearance of this great recording combo.

Needless to say the response was great and the lobby was filled after each performance of "The Chessmen" with happy autograph seekers. Everyone seemed to enjoy the picture and was thrilled that the Fine Arts Theatre had brought in a combo equal to most of the groups in "Get Yourself a College Girl" and left saying "Let's have more of the same."

BILL SAMUEL, Interstate Theatre's Palace and El Rey, McAllen, Texas; and the Cactus Drive-In, Pharr, Texas, has been attracting attention and getting okay results with a series of gag heralds. Among the ones he sent in for perusal were one bearing a 'Deficit Income Tax Return' tied in with his combination showing of "Ferry Across The Mersey" and "The Beatles Come To Town" and headed "Regardless Of Your Income Tax Blues You Should Enjoy A Good Show and Here It Is!" Another was headed "Grave Diggers' Special: Three Spine-Tingling, Hair-Raising, Blood-Chilling Horror Shows That Will Not Only Curl Your Hair—They Will Turn It White!" This was for 20th Century-Fox's "The Horror Of Party Beach," "The Curse Of The Living Corpse," and "The Fly." On the same tax-payers kick, he had one on a "Broke Taxpayer's Show" at which two broke taxpayers were admitted for the price for one and if they bought two hot dogs—they got one free. With appropriate cartoon illustrations, this herald bore the warning: "Tax collectors—come at your own risk." For one theatre, Samuel made use of the slogan, "By The Way, Did You Know That You Are Getting Better Looking At The Palace!" Evidently capitalizing on an adroit sense of humor, Samuel has been amusing as well as selling his prospective patrons quite effectively.



Harry Gaines, manager, Trans-Texas' Hollywood, Ft. Worth, Texas, attracted plenty of attention about the downtown area with this wayout exploitation on Magna's "Malamondo."

FRED MC BEE, Schine's Piqua, Piqua, Ohio, recently used tabloid heralds on Warners' "Two On A Guillotine" to get his message across to the folks of the town. He had the heralds stamped with playdate and theatre copy, and then persuaded the managers of his two biggest supermarkets to stuff them into their customers' shopping bags as they left the check-out counters. To alert the collegiate crowd of his showing, he took the balance of the heralds, dressed two aides as skeletons, and had the boys pass them out to the students as they left the college field-house after a big game.

HILARY OWEN, JR., assistant manager, Schine's Fox, Corning, N.Y., a relative newcomer to the business, put his right foot forward recently when under the able guidance of manager Toby Ross, he put on a smart campaign for Walt Disney's "Those Calloways." To gain the support of the local wildlife conservation board, he contacted the vice president of the Steuben County Conservation Federation and the president of the local Fish and Game Club, and explained how the film could create a greater interest in the work that they were doing. Letters were printed up and distributed to the members of the two organizations; and the outcome of all this work was that the president of the Conservation Federation was so impressed, he agreed to participate in a radio interview, and discuss the Federation and the Fox Theatre's showing of the film with Owen over the air.

HERMAN KOPF, zone manager, Schine's Wicomico, Salisbury, Md., recently put over a ship-shape campaign on Continental's "Mediterranean Holiday." He tied-up with his local Navy recruiter, who was most cooperative. A lobby display using 22x28's, stills, and a special set of large color Navy action stills was set up; and the recruiter helped in the distribution of 1,000 special "Mediterranean Holiday" study guides. He supplied the theatre with U.S.N. Signal Flags to dress up the front. For a record store tie-up, Kopf arranged a window display using stills, window cards and the album, "Ballads Of The Sea." This was followed by a mailing to every teacher and school official in the area facts stressing the educational merits of the film.

## "In Harm's Way" Music

One of the biggest motion picture music tie-ups in many years is being launched via RCA Victor Records' release of Jerry Goldsmith's music from the new Otto Preminger film, "In Harm's Way," which is being released by Paramount Pictures.

The complete score from the adventure drama has been released in a deluxe RCA soundtrack album. Additionally, RCA has released a 45-rpm single of the love theme from "In Harm's Way," performed by Frankie Carle and His Orchestra.

Throughout the country, Paramount's regional advertising and publicity managers are working closely with RCA distributors and dealers in setting local promotions and tie-ups on the recordings. All key radio stations have been serviced with copies of the platters and appropriate playdate information.

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## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

DRIVE-INS! Proven attendance and concession booster. Weekly personalized hour long top music tapes. Free concession and film spots. Show 5% concession—3% attendance increase, no duty U.S.A. Nothing comparable anywhere. Free sample. HI-FI HOUSE, Roxy Theatre, Saskatoon, Sask., Canada.

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DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECON COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

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## EXHIBITOR BOOK SHOP FOR THEATRE FORMS AND SYSTEMS



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

ASSISTANT MANAGER wanted for downtown, first run Philadelphia theatre. \$100 per week to start, chance for advancement. BOX B414, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, currently art house in Midwest, wants theatre NYC area. Exploitation minded. 8 years experience booking and dist. major exchanges. Top references. BOX C414, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

AVAILABLE MAY 2nd. Top notch theatre manager, over 15 years experience indoor-outdoor and supervisor. Excell odvertising, publicity, exploitation, promotion, command top salary. Worth it. BOX D414, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

YOUNG, MARRIED MAN seeks change. Prefer indoor house. Manager or assistant position accepted. All inquiries answered. BOX E414, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Manager for summer operation only, Southern N. J. seashore resort, June 6th to September 11th. Car necessary. Good salary and bonus. State qualifications and references. BOX G414, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MANAGER—Radio Personality. Available. Best references. Relocate Southern California, Nevada, Arizona or Utah. Write or phone LYLE C. YOUNG, 134 Palo Verde, Palm Springs, Calif. Phone 324-3772, 325-2744. (414)

MANAGER, experienced, family man, conventional or drive-in, including exploitation, advertising, concessions, now employed. Contact immediately if you are ready to do business. BOX A414, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS WANTED: Two bright, aggressive, experienced men for newly opened suburban shopping center theatres, Long Island. Resume to BOX A421, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 20 years experience, good references, now available for indoor situation. Can handle full operation, including advertising, etc. BOX A428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Theatre manager for Phila. exchange territory deluxe, suburban, first run. This area man preferred. Starting \$125. week or more depending on experience, qualifications. References required. BOX B428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

SHOWMAN, 45, 30 years experience. Single, college grad. Cinerama, Roxy, stage, film company, theatre; advertising, publicity, exploitation, management, booking. Will relocate. Excellent references. MU 5-1570, Ext. 614, Baltimore, Md. or BOX C428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST-Assistant manager. 20 years experience. Desires position to learn assistant managership. Also operate. Southwest only. BOX D428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Theatre manager for new deluxe indoor house Tidewater, Va. Send résumé. GORDON THEATRES, Palace Theatre, Newport News, Va. (428)

MANAGER: Position open with progressive organization. Many benefits. Send résumé, photograph and salary requirements. ASSOCIATED INDEPENDENT THEATRES OF N. J., Route 9, Freehold, N. J., 07728—462-0601. (428)

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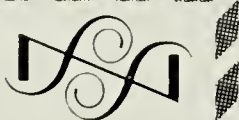
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# MOTION PICTURE EXHIBITOR

MAY 5, 1965

Volume 73

Number 15

IN TWO SECTIONS • THIS IS SECTION ONE



## UA In Solo Move To End Blind Bids

(See Page 5)

## "Stranger" Wins New Censor Fight

(See Page 10)



England's James Carreras and America's Ralph Pries, Variety Club International's chief barker and first assistant, prepare for the organization's annual convention in San Francisco, a highlight of which will be a report on the progress of the Sunshine Coach campaign. See story on page 16.

**BUYERS AND SELLERS OF DIRT . . .** see editorial—page 3



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Piracy And  
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Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonemaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



VOLUME 73 • No. 15

MAY 5, 1965

OUR 47th YEAR

## DOUBLE-BARRELLED STATESMANSHIP

AT LAST, all the talk about the evils of blind bidding has been translated into impressive action, and exhibitors everywhere owe a hearty "thank you" and a vote of confidence to Jim Velde, United Artists vice-president.

It remains to be seen whether UA's courageous and lonely decision to eliminate blind bidding will prove successful. A large part of the responsibility for its success belongs to exhibitors. If they give UA an even break by refusing to tie up important dates with other companies via the blind bidding route, then it can be assured that other distributors will follow the UA example.

If, on the other hand, theatremen try to get the edge on their competitors and further the suspicion and distrust that are too prevalent in the motion picture industry, then the noble UA experiment will fail. Exhibitors will have no one to blame for that failure but themselves, and the buying and selling of film will continue to take place in a business jungle where not even the strong will survive.

Everyone seems to agree that blind bidding is an industry

evil. Now Jim Velde has taken a bold step toward eliminating that evil. He needs industry support, and the wise exhibitor will offer that support wholeheartedly.

Another provocative statement by Velde should also be of interest to theatremen, particularly those in bidding situations. Suicidal bidding has probably been responsible for more theatre closings than any other single cause. Now Velde says that UA will consider other methods than bidding in situations where all competing exhibitors agree that bidding should be eliminated.

It adds up to a double-barrelled example of industry statesmanship on the part of United Artists. Last week, we said that UA was throwing nothing but boxoffice naturals. Well, they are now throwing business naturals as well.

Jim Velde has gone a long way toward generating the kind of mutual respect that the motion picture industry needs if it is to grow and prosper. We hope his experiment is a resounding success and the first step in a campaign to improve relations between all industry factions.

## BUYERS AND SELLERS OF DIRT

IN A RECENT ISSUE of Motion Picture Daily, Martin Quigley, Jr., editor and publisher, wrote an editorial, "BEWARE THE FAST BUCK." It is a well done, pointed discussion of the harm that the relatively few "fast buck" operators are causing every legitimate exhibitor in the country.

There was a time when such operators were a nuisance only, but under today's conditions, they are in a position to do serious damage to the entire theatrical industry.

We have editorialized on the same subject many times. If the motion picture industry is to maintain a favorable image in the eyes of the public, then increased screen freedom must be accompanied by increased screen responsibility. The exhibitors who are guilty of pandering to the lowest public tastes are responsible only to the dollar sign. Their greed is comparable to someone crying fire in a crowded theatre under the guise of freedom of speech.

We have just witnessed a situation that is upsetting, to put it mildly. A first-run theatre in a large city played a well-made, tasteful film. It received excellent reviews as honest adult entertainment. A nearby theatre, also a regular first-run situation, booked a piece of trash, cheaply made and blasted by the critics like no other film in the history of the theatre.

What was the result? The tasteful film withered at the box-office and died, with the total gross not even covering advertising expenses. The piece of trash, backed by only a modest advertising budget, outgrossed its competitor by more than three to one.

We don't know what the answer to this problem is. We do know that it will take the industry a long time to recover from

the black eye given it by a theatremen who was willing to trade his good name for a quick profit.

The politicians and the so-called moralists don't have the answer either. The answer must lie in a mutual sense of responsibility on the part of the motion picture industry and the public. Both must turn their backs on the industry "out-laws" who trade in filth for the sake of a fast buck and on that element of the public who make such tripe profitable.

As long as the public will buy dirt, someone will be around to sell it to them. That is an unpleasant but unassailable fact of life. However, the public must not judge every theatre by the few that deal in dirt, just as the theatremen must not judge all moviegoers by those who wallow in dirt.

We agree with Mr. Quigley that "*there will be a day of reckoning.*" Let it be remembered on that day that the responsible elements of the motion picture industry and the responsible elements of the public are on the same side of the argument. There are laws to protect the community against tasteless trash, and there are courts to implement those laws. If arrests and jail sentences are the only way to curb those who have so little regard for themselves and the industry they claim to serve, then let there be arrests and jail sentences.

Let no one be confused into the mistaken notion that by defending the fast-buck grabbers, he is defending freedom of the screen. True freedom demands a sense of responsibility. Those who do not share this sense of responsibility, whether they be exhibitors, distributors, producers, or theatregoers, represent a real danger to their industry and their communities.

We ask only that public opinion turn its wrath against the proper culprits.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Diamond Rings

Abe Dickstein, 20th Century-Fox assistant general sales manager, and Mrs. Dickstein announced the engagement of their daughter, Francine Phyllis, to Ronald E. Abelson, vice-president of Consolidated Vending Corporation.

The engagement of Virginia Moore to Paul J. Greenhalgh, Jr., son of the late Paul J. Greenhalgh, former general manager, MOTION PICTURE EXHIBITOR, and Mrs. Helen Greenhalgh, was announced. Young Greenhalgh is associated with I.B.M.

Carol Wiener, secretary to Herman Kass, Universal Pictures executive in charge of national exploitation, announced her engagement to Arnold Hordish, a Wall Street broker.

### Obituaries

Noah Jackson Frye, Jr., 50, Charlotte, for the past 14 years a booker for Stewart-Everett Theatres, died. Surviving are his wife, two daughters, two sons, his mother, a sister, and a brother.

Max Heiber, father of Ed Heiber, American International Pictures' eastern division sales manager, died in Toronto. He is survived by three sons and four daughters.

### "I COULDN'T CARE LESS"

One overly bright young exhibitor, whose answer when informed that he was creating havoc in a first-run bidding situation by refusing to cooperate in any way with his fellow theatre operators was "I couldn't care less," has come up with a new wrinkle.

He is now asking for exclusive bidding rights on second run showings. Oh, how the mighty have fallen.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., MAY 3

## T-L Gross Holds Steady; Net Income Dips Slightly

NEW YORK—Although gross revenues from the Trans-Lux Corporation's communications services and entertainment activities for the quarter ended March 31 both closely approximated those of a year earlier, Percival E. Furber, chairman, told stockholders at their annual meeting that net income, after taxes, was \$115,615, or 16 cents per share on the 718,037 common shares currently outstanding, as against 1964 first quarter earnings of \$142,946, or 20 cents a share.

In commenting on results for the period, Furber said that in the field of financial communications, which includes stock ticker projectors, Dow Jones news ticker projectors and closed-circuit television units, the company continues to operate at a high level.

Richard Brandt, president, told stockholders that, on the basis of theatre grosses since its initial showing in New York City on March 31 following a favorable ruling by the U. S. Supreme Court, it is anticipated that the controversial Danish film, "A Stranger Knocks," should achieve one of the largest grosses in the company's history and should contribute substantially to 1965 earnings.

Brandt further reported that, in addition to the new Trans-Lux Reisterstown Plaza Theatre scheduled to be opened in suburban Baltimore's Reisterstown Plaza Shopping Center on June 30, negotiations currently are under way for the establishment of additional theatres in other strategically located shopping centers.



## BROADWAY GROSSES

### Post-Holiday Slump

NEW YORK—With few exceptions, the Broadway first runs were hit in a post-holiday slump.

"OPERATION CROSSBOW" (MGM). Radio City Music Hall, with usual stage show, reported \$99,000 for Thursday through Sunday, with the fifth week sure of \$145,000.

"IN HARM'S WAY" (Paramount). DeMille registered a fourth week total of \$16,500.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed \$37,927 for the 11th week.

"NOBODY WAVED GOODBYE" (Cinema V). Loew's Capitol stated the second and final week was \$11,000.

"LORD JIM" (Columbia). Loew's State with reserved seat policy, did \$34,000 on the 10th week.

"THE TRAIN" (UA). Astor reported \$19,000 for the seventh week.

"MASQUERADE" (UA). Victoria opened to \$15,000 for the first week.

"MY FAIR LADY" (Warners). Criterion, with reserved seat policy, claimed \$59,300 for the 28th week.

"DEAR HEART" (Warners). RKO Palace stated the opening week was \$13,000.

"THE SOUND OF MUSIC" (20-Fox). Rivoli stated the ninth week was \$48,383 on hard ticket policy.

### Goodman Quits Fox Post

NEW YORK—Abe Goodman has resigned his position as advertising director of 20th Century-Fox, effective May 7, it was announced with regret by Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation. Goodman, who has served as advertising director for the past nine years, will announce his future plans shortly.

Prior to his promotion as advertising director in 1956, Goodman held several key advertising posts with 20th-Fox, and also engaged in exhibition exploitation for several theatre circuits.

### NGC Earnings Rise

NEW YORK—Eugene Klein, president, National General Corporation, reported that the company's net operating income rose to about \$1,600,000 or 47 cents a share on revenue of \$32,500,000 in the first half year ended March 22.

This compares with net operating income of \$1,088,437 or 30 cents a share on revenue totaling \$31,067,425 for the first half of the previous year.

### Boys' Club Honors Duffus

RICHMOND, Va.—Carlton Duffus, Ashland, Va., exhibitor and executive secretary of the Virginia Motion Picture Theatre Association, was reelected chairman of the board of the Boys' Club of Richmond, Va., and awarded the "Golden Man and Boy," the highest award a local club can give for extraordinary service to youth.



Seymour Poe, third from left, 20th Century-Fox executive vice-president, recently announced at a New York press conference that the company had become a participating sponsor on two nationally televised programs, ABC-TV's "Major League Championship Baseball" and "Nightlife." Also at the conference were Jonas Rosenfield, Jr., 20th-Fox vice-president and director of advertising, publicity, and exploitation; Joseph M. Sugar, 20th-Fox vice-president in charge of domestic sales; and Tom Moore, ABC-TV president.



# UA Acts Against Blind Bidding

## Allied's Armstrong Protests Accessories Rate Boost

DETROIT—Jack Armstrong, president of Allied Theatre Owners, sent the following letter to Burton E. Robbins, president of National Screen Service Corporation:

"The Allied regional associations and the national office are receiving a rising tide of resentment and protest from exhibitors to the substantial price increase on standard accessories which you announced would be effective on May 2.

"I have been directed to bring this protest to your personal attention and to inform you that any payments made by our exhibitor members at the increased rates are made under protest. Because of the monopoly which your company holds in the field of motion picture advertising accessories, theatre owners in the United States are being forced to submit to increases under the threat of being deprived of advertising materials essential to their business. Payments received by your company under this proposed new rate schedule are therefore not to be construed in any manner as being an acceptance of these rates by those being forced to pay.

"A committee of exhibitors representing the Allied membership wishes to meet with you."

Armstrong also requested a personal meeting with Robbins during his visit to New York last week.

## Cheltenham, Pa., Okays CATV

PHILADELPHIA — Cheltenham Township Commissioners have passed an ordinance granting permission to the International Equity Corporation, Bala Cynwyd, to construct a community antenna system.

The ordinance, to run for a period of 25 years, specifies that no additional poles for reception purposes will be erected in the township, and that the company must guarantee color reception and be available where there are 50 or more houses per square mile.

The antenna system can not be used to bring pay tv into the area. The company must also guarantee that installation costs will not exceed \$8.50 per home, and monthly charges must be between \$4 and \$4.95 for one television set, and no higher than \$1.50 for each additional set.

Cable outlets must be provided in the township building, police stations, fire houses, and schools. Programs may be interrupted for broadcasts of police or civil defense alerts, snow alerts, and fire calls.

## Youngerman Joins 7-Arts

PHILADELPHIA—Harry Goldstone, general sales manager for Seven Arts Pictures, announced the appointment of Emanuel Youngerman as district sales manager for the Philadelphia-Pittsburgh-Washington exchange area.

Youngerman will make his headquarters in Philadelphia, where Seven Arts has just opened their sixth exchange office. Prior to joining Seven Arts, Youngerman operated his own distribution organization in the Philadelphia area. He is an industry veteran of 18 years, having served with United Artists, RKO, and Lopert during that time.

## UA Theatres Keeps Rowley As Tex. Circuit Head

NEW YORK—It was announced following a meeting of the board of United Artists Theatre Circuit, Inc., by Marshall Naify, president of the circuit, that arrangements had been concluded whereby John Rowley would continue as president of Rowley United Theatres, Inc.

At the same board meeting, the management by Rowley United of the Big Tex Theatres, which recently acquired the Phil Isley theatres, was approved. United Artists Theatre Circuit, Inc., has acquired 50 per cent of the stock of Big Tex.

## Glen Alden Reports Earnings

NEW YORK—Albert A. List, chairman of the board of Glen Alden Corporation, reported first quarter 1965 income from operations of \$1,753,000. After a nonoperating charge of \$285,000, the net income for the quarter totaled \$1,468,000. This represents 31 cents per share on 4,803,613 shares outstanding, with sales and revenues of \$20,500,000.

For the first quarter of 1964, excluding operations of a division disposed of at the end of 1964, the corporation reported operating income of \$1,504,000 and nonoperating income of \$6,210,000 (primarily profit on sale of stock of American Hardware Corporation) for a total of \$7,714,000 or \$1.61 per share on 4,796,834 outstanding shares. Sales and revenues were \$24,340,000.

## ITOA Hails UA Action; Urges Others To Follow

NEW YORK—United Artists' experimental policy announcement, that it will refrain from instituting blind bidding on any of its films to be released from September to Christmas, was warmly praised in a resolution passed unanimously at a membership meeting of the Independent Theatre Owners Association.

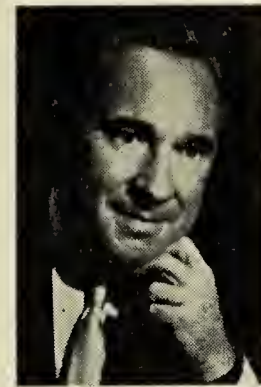
The exhibitor organization urged other film companies to follow the lead of United Artists in order to bring about a termination of blind bidding. Distributors were cautioned in the resolution not to preempt playing time during this period and thereby destroy an effort on the part of one courageous company to act on its own initiative and show the way in eliminating this vicious and unfair practice.

Harry Brandt, president of ITOA, said, "This action permits the other film companies to do what they say they would like to do were it not for fear of anti-trust violations by reason of an industry-wide agreement. This is a statesmanlike action on the part of United Artists, and that company is to be applauded for its initiative. It has gone out on a limb and nobody should cut it off without thinking of the future consequences to industry relations.

"The most important part of the United Artists' announcement," Brandt added, "is its bid to exhibitors to discuss ways and means of eliminating the evils of the entire bidding procedure by intra-industry discussion. If that doesn't happen in the near future, exhibition will have to look to the government for relief from the presently employed bidding machinery that is discriminatory, inequitable and illegal."

## Velde Sets New Policy For Sept. To Christmas; Ask Exhib Cooperation For Experimental Period

NEW YORK—James Velde, vice-president and general sales manager of United Artists Corporation, announced that "For pictures to



VELDE

be released from Sept. 1 through Christmas, United Artists would not request competitive bids before the film is available for screening in the exchange centers."

Velde stated "that many good business reasons from the standpoint of both the exhibitor and United Artists have made it advisable, on occasion, for the company to re-

quest bids for pictures prior to a print being available for screening by exhibitors." This, he has been counselled, was perfectly proper.

"However," the United Artists general sales manager continued, "because of the recent requests by certain exhibitors that distributors should cease requesting bids for pictures where no opportunity for screening has been given and, in spite of the many potential hardships that may inure to both United Artists and to the exhibitors, United Artists will experiment by refraining from offering for bid before screening the pictures to be released from September through Christmas. In the event in any area all exhibitors normally afforded an opportunity of submitting bids advise the company that they wish an opportunity to bid on pictures even though they will not have had an opportunity to view the film, United Artists will accede to such a request. This policy does not cover pictures which are distributed on a roadshow basis.

"Last summer the company requested bids for Christmas playing time for the phenomenally successful picture, "Goldfinger," the James Bond film, prior to receiving screening prints. Normally, United Artists would request bids at this time for its 1965 Christmas release, "Thunderball," the next James Bond picture, now being filmed in Nassau. However, in accordance with our experimental policy, no bids will be requested on this film until we can invite exhibitors to see the film.

"Whether this experiment will prove successful, so that it may be continued without harm to the company, will depend to a large extent upon the cooperation of the exhibitors and whether the exhibitors engage in full and open competition for our pictures. It may also depend upon whether other distributors take advantage of United Artists' postponement of bidding by pre-empting playing time with pictures which are offered for bidding prior to screening."

Velde concluded by adding: "If in any competitive bidding situations all of the exhibitors desire the elimination of bidding, the United Artists sales executives would be most receptive to discuss this matter to determine if another method of distribution, fair to all exhibitors and United Artists, could be established."



## WHO IS DOING WHAT TO WHO?



# Rosenfield Credits Catholic Church With Spurring Film Education Drive

NEW YORK—The Catholic Church was credited with spearheading the film education movement in the United States by Jonas Rosenfield, vice-president of 20th-Fox, during a panel on "Motion Pictures—Language of the Twentieth Century" at the National Catholic Education Association Convention.

"In the entire United States, there is no group that is as aware in a really deep philosophical, theoretical, and pedagogical sense of the importance of education in motion pictures as is the Catholic Church today," Rosenfield told an audience of more than 500 Catholic teachers and secondary school principals.

"The advance thinking that is going on, the literature that is being compiled within the church I think is something that will be useful and important to all groups in the United States, and most particularly the motion picture industry which I represent," Rosenfield added.

The film company executive was one of seven panelists who discussed the pressing need for film education in secondary schools throughout the nation today. The panel was sponsored by the Motion Picture Association of America.

Rosenfield said it is currently estimated that the average student by the time he graduates from high school has seen 500 feature films and watched 15,000 hours of television.

"Things have changed a great deal not only within the world of education but within the world of motion pictures," Rosenfield said. "The times when executives of major motion picture companies were supposed to be concerned only with box office and commerce are over."

Other panelists who urged widespread film study in schools were the Rev. John M. Culkin, S.J., director of Communications at Fordham University; Mrs. Margaret Twyman, community relations director of the Motion Picture Association; Henry Herx,

executive secretary of the National Center for Film Study; actor Ben Gazzara; and Hollywood director George Stevens.

Father Culkin, one of the pioneers in film study in the U.S., said, "Seeing movies is like having kids read great books. It's worth doing all by itself. There is probably not a teenager in the United States who has had a sustained encounter with excellence within the visual media in his life."

"If we can put the student in contact with eight great films, well-made films which are relevant to his kind of universe, his taste will be improved through the simple process of tasting good things."

Stevens, director of such films as "Shane" and "The Greatest Story Ever Told," told the audience of priests and nuns, "The future of films does not have to do with the film maker; it has to do with the people who are in your hands—the people you are educating—the audience for film."

Mrs. Twyman reported on five film education projects which MPAA has undertaken within the past year including a Young People's Film Festival in New York attended by representatives of all the high schools in the city and a film education program involving underprivileged teenagers in New York's Harlem.

Gazzara, who traced his early interest in acting to seeing films at neighborhood theatres, said, "We're living in the age of the count-down and the computer, the age where the word 'cool' means uninvolved. For this reason, it is so very important to encourage study of an art form where the audience must respond to sound and visual images."

Herx, editor of the Catholic Film Newsletter, a recent publication of the National Legion of Decency's educational affiliate, described the work of the National Center for Film Study and materials available to educators interested in teaching on the subject of film.

## Lappen To Columbia Board

NEW YORK—Abe Schneider, president of Columbia Pictures, following a meeting of the company's board of directors, announced that Mendel B. Silberberg has been named a director emeritus of the company.

Silberberg, Los Angeles attorney, has been

a member of the Columbia board for many years. At the same time, Schneider announced the election of Chester I. Lappen, general partner of the law firm of Mitchell, Silberberg, and Knupp of Los Angeles, to succeed Silberberg as a director of the company.

## Two Calif. Bills Prove Irk Some To Theatremen

SACRAMENTO, CALIF.—Two Assembly bills tossed into the Legislature hopper recently are aimed at California movie theatres, and one of them has stirred apprehension in more than a few exhibitor quarters. The Deukmejian measure introduced in the lower house prohibits juvenile attendance at "adults only" movies dealing with "adultery, prostitution, fornication, sexual perversion, or obscenity."

Although theatre owners in California have been generally scrupulous in banning juveniles from viewing "adult" programs, many feel that it is a step in the direction long sought by the State lawmakers to impose government film censorship. Also, if the bill is enacted into the statutes, exhibitors feel they will have to set up a rigid and expensive police system at the box office to avoid breaking the law.

The Barnes bill also would add economic burdens on both distributors and exhibitors. It requires that "sellers or advertisers of motion pictures made in a Communist country must . . . obtain a license (and) . . . display signs stating that they are Communist products."

Movie men figure the advertising phase is superfluous because all foreign pictures almost of a necessity proclaim the country of origin, both in screen credits and usually in the advertising. But it's the red tape and expense involved for a special license that irks the exhibitors.

## WHO IS DOING WHAT TO WHO?







**WHO  
IS  
DOING  
WHAT  
TO  
WHO?**

## AA Reports 26-Week Loss

NEW YORK—It was announced by Allied Artists that its operations, including those of its wholly owned subsidiaries, for the 26 weeks ended Dec. 26, 1964, resulted in a net loss of \$1,116,000, after including \$352,000 write-off of story properties for which future production plans were abandoned. This loss compares with a net profit of \$259,000 for the corresponding period in 1963.

Due to prior losses, no provisions or credit for federal income taxes was made in either period.

Gross income for the 26 week period in 1964 amounted to \$5,495,000 and included \$1,200,000 of minimum guarantees under license agreements covering television and theatrical rights in substantially all of the company's pre-1963 features. Gross income for the comparable period in 1963 was \$8,304,000.

## Skouras-Matsoukas Firm Set

HOLLYWOOD — Producer Plato Skouras announced the formation of Navarino Productions in partnership with Nick John Matsoukas, New York, for the filming of "Forever Ulysses," the C. P. Rodocanachi novel.

Scheduled as the initial production, "Forever Ulysses" is to be co-produced by Skouras and Matsoukas under the banner of Navarino Productions. In addition, Skouras announced six other film properties, "The Battle of Anzio," "Miss Harriet," a screen adaptation by James Bridges of the classic short story by DeMaupassant; "The Memoirs of a Coxcomb," satiric comedy; "The Sergeant Must Die," psychological drama; "The Woman," science-fiction; "The Underclothes Man," comedy-farce; and "The Wingate Story," to be produced in Israel.

# Inflight's Flexer Answers Charges By Foreign Firms Against Showings

MEMPHIS—Dave Flexer, former Memphis theatre owner who developed inflight movies four years ago, had some frank remarks to make regarding the International Air Transport Association's proposed ban on visual entertainment aloft.

Flexer's Inflight Motion Pictures is presently the only company supplying movies to international airlines. The International Air Transport Association has stated that 81 of the world's airlines have voted to ban movies and closed-circuit television on their international flights. The move awaits approval of the governments of the airlines.

Flexer states the IATA agreement came after foreign airlines exerted tremendous pressure to force lines showing movies to drop them. "Three lines had their governments threaten to refuse to allow our planes showing movies to land. One of them even threatened to put a \$10 surcharge on each passenger landing from a plane showing movies," charged Flexer. "Foreign airlines are merely using movies as a smokescreen in their bitter fight against lower fares and improved service."

In an interview by Edwin Howard, amusement editor, Memphis Press Scimitar, the owner of Inflight said:

"They want to make U. S. airlines pay for their inefficiency. If they had their way, some of these foreign airlines would have people paying higher prices for riding on wooden seats or even hanging from straps over the Atlantic.

"Actually, international flights account for only 15 per cent of our business. Our service on TWA and United Air Lines' domestic flights would not be affected. But if the IATA agreement were approved, it would prevent our expansion on international lines. We have five contracts awaiting the outcome of this."

Inflight's service was formerly offered exclusively to TWA on transatlantic flights, but was recently opened up to other airlines.

The foreign airlines opposing visual entertainment aloft, Flexer said, claim movies are forcing a fare increase.

"This is simply not so," Flexer said. "They are basing their cost estimates on the cost of installing closed-circuit television. The airlines using our motion picture service don't have five cents invested in equipment. We own it all. We charge \$150 per movie per flight, which figures out to about 27 cents per person. That's not going to affect the price of a \$500 plane ticket.

## "Adults Only" Film Policy Under Legal Fire In Mich.

GRAND RAPIDS, MICH.—A legal battle looms in the wake of recent anti-obscenity actions taken by local authorities.

Arrested in connection with the exhibition of allegedly obscene film matter was John Whitman, manager of the Stardust D-I. The Paris Township Board, in an effort to curtail showings at the d-i, refused in another move to renew the theatre's license, which expired May 1. Whitman was required to post a \$50 bond. Arresting officers seized prints of "Sexus" and "The Fourth Sex" at the Stardust.

According to Paris Township supervisor Peter Lambert, the action against the Stardust was the result of nearly a year of complaints from residents in the area of the theatre, who claimed they could see the d-i screen from their front yards.

Prosecution may be made under an ordi-

nance adopted last August, which makes the selling, importing, or distributing of films that are subsequently shown to adolescents under 18 illegal.

This marks the second time in two weeks that operator Fred Bloss, Hastings, Mich., has run into trouble. He has been operating not only here, but in Battle Creek and Hastings with a policy of "For adults only."

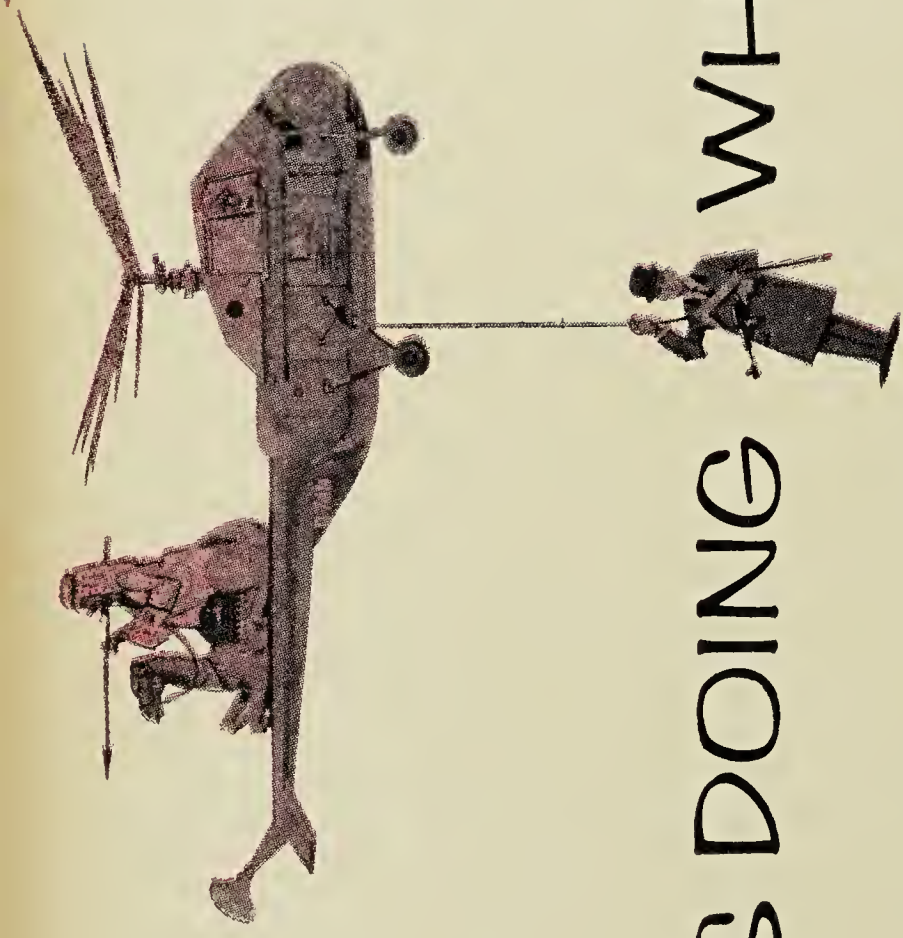
In Portage, a suburb of Kalamazoo, he applied for a building permit to erect a new house there to run on a similar policy. The Portage City Council was presented with a petition signed by 306 individuals asking it to withhold the building permit.

At the same time, the Council of the Portage Congregational Church also petitioned, stating that "establishment of this theatre would add to the general moral decline of the community."



**WHO IS DOING  
WHAT TO WHO?**





WHO IS DOING

WHAT TO WHO?

# 'WASQUERADE'

WILL DO IT FOR YOU AT THE BOXOFFICE!





**THE FUN STARTS IN MAY!**

**EASTMANCOLOR**

**THRU UA**

CLIFF ROBERTSON | JACK HAWKINS | MARISA MELL  
AND  
MICHEL PICCOLI | BILL FRASER

FROM THE NOVEL  
"CASTLE MINERVA"  
BY VICTOR CANNING

IN MICHAEL RELPH AND BASIL DEARDEN'S  
"MASQUERADE"

PRODUCED BY MICHAEL RELPH  
DIRECTED BY BASIL DEARDEN

**THE FUN STARTS IN MAY!**

**EASTMANCOLOR**

THRU  
**UA**

FROM THE NOVEL  
"CASTLE MINERVA"  
BY VICTOR CANNING

ALSO STARRING  
**MICHEL PICCOLI** | **BILL FRASER**

IN MICHAEL RELPH AND BASIL DEARDEN'S  
"MASQUERADE"

AND  
**CLIFF ROBERTSON** | **JACK HAWKINS** | **MARISA MELL**  
PRODUCED BY MICHAEL RELPH AND WILLIAM GOLDMAN  
DIRECTED BY BASIL DEARDEN

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**EASTMANCOLOR**

**THRU UA**

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# "Stranger" Wins New Censor Battle As Court Okays N.Y. Distribution

NEW YORK—"A Stranger Knocks" won the latest round against the New York State Board of Regents when the State Court of Appeals denied the official censorship group a stay of distribution which would have pulled the Trans-Lux film out of the 20 local theatres presently showing it.

The victory for Trans-Lux Distributing Corporation, which had fought the case for two years, will now lead to the film's wide distribution throughout the state, a pace which had been somewhat restricted while Trans-Lux awaited the court decision.

"The Board of Regents, as a film censor, is now experiencing its final death throes as it is about to go the way of the dinosaur," said Richard Brandt, president of Trans-Lux. He pointed out that the U.S. Supreme Court, on March 15, had issued a favorable decision on "Stranger," declaring that the N. Y. State system of film licensing was unconstitutional. But, he went on, the censor tried a hasty patch-up of the state's antiquated laws and obviously failed to convince the Court of Appeals. "A Stranger Knocks" will continue to play throughout N. Y. State without a license, the first theatrical film ever to do so.

"The censor said he found obscenity in 'A Stranger Knocks.' When it finally opened in New York City after a two-year court battle, the film critics unanimously disagreed with the censor and, instead, found the film to be a mature and poignant story," Brandt said.

He concluded, "It is unfortunate that the public had been denied so many fine adult screenplays during the many years that censorship was in force. Now, it is up to the public to protect itself from any new attempts to perpetuate this ugly practice."

## Exhibs At "Zorba" Seminar

NEW YORK—Advertising, publicity, and exploitation plans for the first New York area break on "Zorba the Greek," early this summer, were detailed in a seminar for exhibitors. The meeting, conducted by Arthur Manson, executive assistant to Jonas Rosenfield, Jr., 20th Century-Fox vice-president and director of advertising, publicity, and exploitation, was held at the 20th-Fox home office. Manson was assisted by Mike Shapiro, 20th-Fox exploitation department. International Classics, a subsidiary of 20th Century-Fox, is releasing the comedy-drama in the United States.

The seminar was attended by executives and publicity representatives of Brandt Theatres, Century Theatres, Skouras Theatre Corp., and Walter Reade-Sterling Inc.

## Managers Honor Levine

NEW YORK—The Conference of Personal Managers, East, have voted their first annual award to producer Joseph E. Levine. This award is presented to the individual or organization who has made an outstanding contribution to the world of entertainment during the preceding calendar year. This award will be given to Levine at a special luncheon at the Hunt Room of the 21 Club on May 11.

## SW Dividend Set

NEW YORK — The board of directors of Stanley Warner Corp. has declared a dividend of 30 cents per share on the common stock payable May 25th.

## WB Gives Sunshine Coach To N.Y. Handicapped Kids

NEW YORK—The employees of Warner Bros. presented a Variety Club Sunshine Coach to the children of the New York Philanthropic League in ceremonies outside the Warner Bros. home office at 666 Fifth Avenue.

The presentation, in behalf of Warner Bros. president Jack L. Warner, executive vice-president Benjamin Kalmenson, and employees in the company's studios, home office, and branches, was made by Warner Bros. vice-presidents Bernard Goodman and Richard Lederer.

Mrs. Melville Scholer, president of the New York Philanthropic League, was joined in accepting the gift by some of the handicapped children aided by the League.

Representing the Variety Club at the presentation was Jack Levin, chief barker of Tent 35, and Charles Boasberg, chairman of the Sunshine Coach committee.

## Grosz To UA Ad Post

NEW YORK—Paul Grosz has been appointed United Artists advertising manager, it was announced by Fred Goldberg, UA vice-president. Grosz was moved up from the post of art director, a position he has held with the company since January, 1962.



GROSZ

He had joined the company that year after serving as art director for 20th Century-Fox. Grosz joined the motion picture industry some years ago at Universal Pictures. He subsequently served in various art and advertising capacities at Warner Bros., Paramount, and several advertising agencies. He was with 20th Century-Fox for 14 years before joining United Artists.

## Interboro Circuit Expands

NEW YORK—M. O. Strausberg, president, Interboro Circuit, Inc., announced the opening of the Plaza in the Samsondale Plaza Shopping Center, Haverstraw, N. Y. The opening was heralded with a gala premiere in cooperation with other stores in the center, and a saturation advertising schedule in local daily and weekly newspapers, and on radio station WRKL.

According to Strausberg, this is the first in a group of new houses to be opened by Interboro in shopping centers in the New York and New Jersey areas.

## Penna. Allied Officers

PITTSBURGH—At the annual meeting and election of officers and directors of the Allied Motion Picture Theatre Owners of Western Pennsylvania, the following were elected: George Tice, president; Ted Manos, vice-president; Frank Lewis, treasurer; Edgar Shaffer, secretary; and Steve Rodnok, Jr., chairman of the board.

## DST Referendum Set For North Carolina

RALEIGH, N. C.—A bill providing for a statewide referendum on daylight saving time for North Carolina was approved here by the Senate Judiciary Committee over the objections of theatre interests.

William G. Enloe, Raleigh, district manager for North Carolina Theatres, Inc., and spokesman for exhibitors, asked the committee to pass the measure up for two years and said submitting the question to a referendum would set "a dangerous precedent for putting tricky and controversial subjects" to the voters for decision.

He also said theatres would be forced to campaign against the proposal if a referendum were called, working an added hardship.

A bill before the Legislature which would have put the state on daylight saving time was killed by a House committee during the present legislative session. If the voters approve the new bill by referendum, North Carolina would go on daylight saving time in 1967 on the first Sunday after May 30 and return to standard time on the Sunday before Labor Day, as is practised in neighboring Virginia.

## AB-PT Promotes Two

NEW YORK—Julius Barnathan has been promoted to vice-president in charge of broadcast operations and engineering for the American Broadcasting Company, it was announced by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.

Frank Marx has been elected AB-PT vice-president in charge of real estate and construction, it was also announced by Goldenson.

He added, "In recent years, our company has followed a policy of upgrading our theatre holdings by acquiring and constructing new theatres primarily in suburban locations. Ten new theatres are in various stages of construction and an additional 13 new theatres are now being considered."

## Electronovision Musical Set

LOS ANGELES—Broadway musical "Fade Out—Fade In," starring Carol Burnett, will be Theatrofimed as the fourth Electronovision presentation, company president Bill Sargent announced. This will mark a milestone in the company's history as the first color, wide screen production in the new process.

To be shot on a New York sound stage in the latter part of May, the feature will star Miss Burnett and all available members of the original cast. The show comes directly on the heels of Bill Sargent's "Harlow," which will open throughout the country on May 12 with Marshall Naify presenting and Magna Distributing releasing for Electronovision. Warner Bros. will distribute.

## Ruth Lowenthal To Pathe

NEW YORK — The appointment of Ruth Lowenthal as assistant general sales manager of Pathe Contemporary Films was announced here by Ben Siegel, general sales manager of the distribution company. The appointment is effective immediately.

Miss Lowenthal will assist Siegel on all matters relating to sales, and will be responsible for booking of Pathe Contemporary product, including such recent releases as "Woman in the Dunes," "Banana Peel" and the current "Male Hunt."



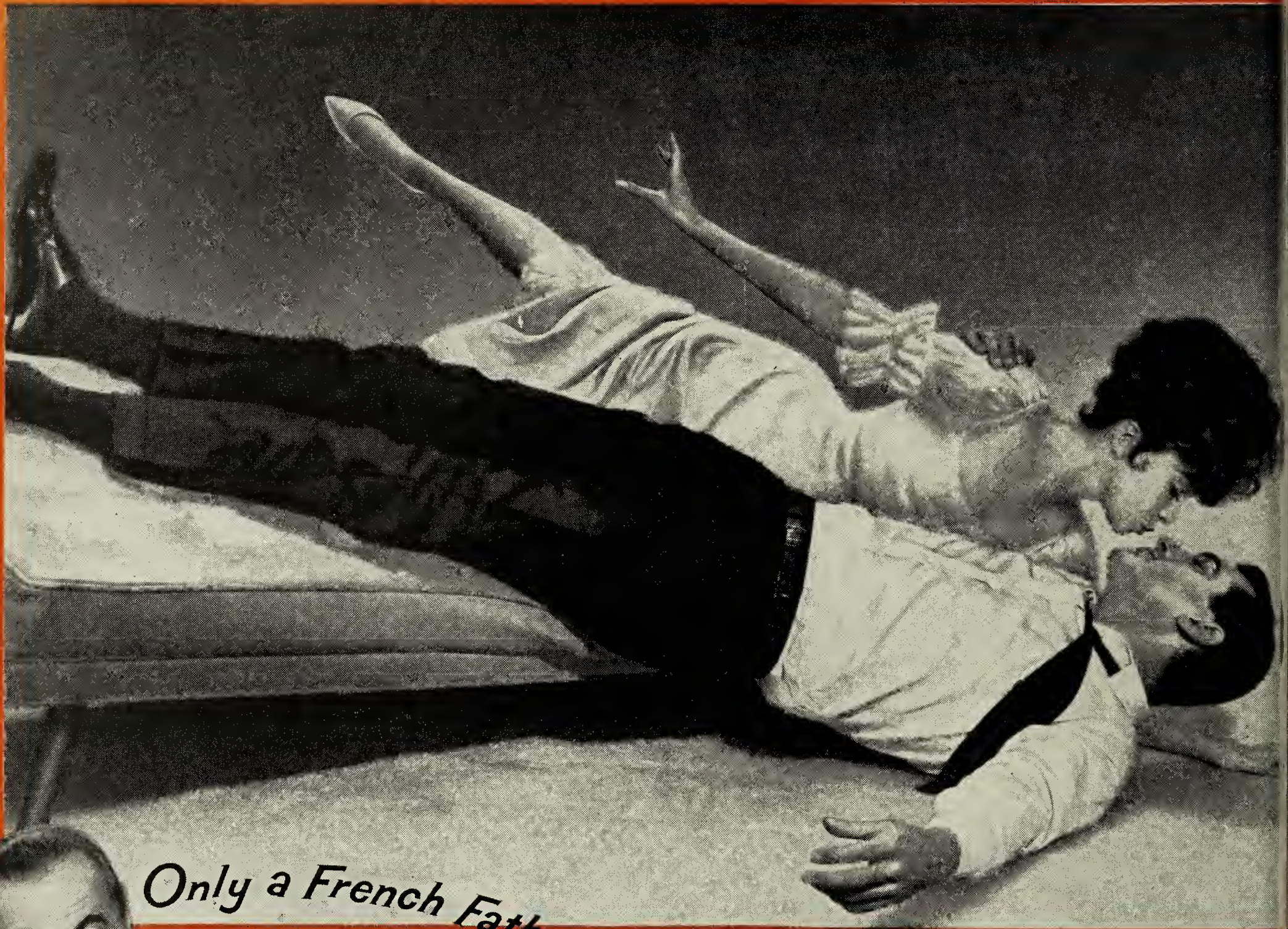
**HE WINED HER....AND DINED HER  
....THEN TRIED TO UNWIND HER!**



**do your Boxoffice a VERY SPECIAL FAVOR...  
and give your audiences a delicious summer treat...**



**ROCK HUDSON  
LESLIE CARON  
CHARLES BOYER**



*Only a French Father could ask for such...*

**"A VERY SPECIAL  
FAVOR" TECHNICOLOR®**

CO-STARRING

**WALTER SLEZAK · DICK SHAWN · LARRY STORCH · NITA TALBOT**

Written by **STANLEY SHAPIRO** and **NATE MONASTER** Directed by **MICHAEL GORDON** Produced by **STANLEY SHAPIRO**

Executive Producer **ROBERT ARTHUR** *A Universal-Lankershim Production*





## Col. Field Reps Attend N.Y. Merchandising Meet

NEW YORK—"The most potent merchandising line-up in Columbia Pictures history" was outlined by Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity, at a special national merchandising meeting attended by the company's field representatives.

Convened by merchandising manager Roger caras to create the maximum national attention for each film, the gathering discussed in detail all phases of each tailor-made promotional campaign.

Releases scheduled for the in-depth analysis were Stanley Kramer's "Ship of Fools," William Wyler's "The Collector," Richard Brooks' "Lord Jim," Harold Hecht's "Cat Ballou," Irving Allen's "Genghis Khan," Richard Quine's "Synanon," Hammer Film's "Die! Die! My Darling!," and Ernest Pintoff's "Harvey Middleman, Fireman."

Extensive nation-wide merchandising plans covering the broad spectrum of publicity, advertising, and promotion plans for each of the films were explored by the assembled Columbia fieldmen.

New York-based merchandising executives attending the conclave in addition to Ferguson were Ira Tulipan, executive assistant to Ferguson; Richard Kahn, national coordinator of advertising and publicity; Bud Rosenthal, national publicity manager; Lenny Beier, manager of cooperative advertising; and key home office merchandising personnel.

Columbia field representatives attending were John Markle, Milt Young, Sid Zins, Joella Cohen, William Lewis, Sammy Siegel, Jack Berwick, Nick Langston, Barry Lorie, Ray Nemo, and Max Gurman.

## AA "Tickles" Columbia

NEW YORK—Columbia Pictures International has acquired extensive distribution rights to the new Elvis Presley picture, "Tickle Me," from Allied Artists. Columbia will distribute the film world-wide, with the exception of the United States, Canada, and Great Britain. Release is set to begin this summer.



James H. Nicholson, president, American International Pictures, practices his newspaper selling technique after signing up as a volunteer "old newspaperboy" for the New York Variety Club's Journal American special edition to be printed June 29 as part of the campaign to raise \$250,000 for the establishment of a Children's Heart Center at the N. Y. Medical College—Flower and Fifth Avenue Hospital. Nicholson is chief barker of the Los Angeles Variety Club.

# The NEW YORK Scene

By Mel Konecoff

THE LUNCHEON CIRCUIT, LAST WEEK, HAD TWO ITEMS OF NOTE.

First came a special luncheon for Jean Goldwurm and Felix Bilgrey, president and counsel respectively of Times Film Corp., honoring them for their dedicated efforts on behalf of a free screen, which included sponsoring court fights against censorship. About 300 industryites at the Hotel Astor heard luncheon chairman Michael Mayer, who is also executive director of the Independent Film Importers and Distributors of America, comment that "with screen freedom goes responsibility," now that a mighty blow has been struck against film restrictions by government.

He also warned that "the enemy is still there, waiting to continually reimpose restraint."

Ephraim London, noted attorney and expert in the censorship field, described the impact of recent decisions on the activities of the state censor boards. He also paid tribute to Goldwurm and Bilgrey, noting that they fought solely for principal with no hope for financial gain. The attorney opined that the recent Freedman case in the Supreme Court not only saw the Maryland censorship law declared unconstitutional, but also invalidated every licensing law in the country. He used a Mark Twainism to characterize state legislatures, terming them "a large concentration of small minds."

David Frankel presented an inscribed plaque to Goldwurm while exhibitor leader Harry Brandt presented a similar award to Bilgrey, who personally carried the fight to the Supreme Court. Brandt, in an aside to the Motion Picture Association of America, warned that if a new Production Code is to be the order of the day and if exhibitor leaders are not invited for consultation, then strict adherence is not to be expected.

MPAA attorneys Sidney Schreiber and Barbara Scott were also thanked for their efforts in the battle against censorship. Mort Sunshine, executive coordinator, and Herman Schleier, arrangements chairman, were thanked for their efforts in making the affair the success that it was, with a special bow to NSS for the unique decoration.

**AFFAIR NUMBER TWO SAW THE VARIETY CLUB OF NEW YORK, TENT 35,** sponsor a special luncheon attended by over 400 members and guests at the Americana to mark the 50th anniversary of 20th Century-Fox.

American Broadcasting-Paramount Theatres President Leonard Goldenson graciously stepped in to act as toastmaster when attorney Louis Nizer had to forego the assignment due to the pressure of last-minute court appearances.

Seymour Poe, executive vice-president of 20th Century-Fox, accepted an inscribed plaque from prominent exhibitor leader Si Fabian, who noted that the company's golden year in entertainment was a memorable milestone deserving of wide recognition.

Poe accepted for Darryl F. Zanuck, president of Fox, when the latter was unavoidably delayed by production conferences in Europe. Poe also took the opportunity to hit out at those exhibitors who have played the part of landlords; or just concentrated on opening the doors of their theatres; or answered the phones; or were merely interested getting adjustments. These days, he maintained, exhibitors must get out and sell the picture and work shoulder to shoulder with the distributor. The past should not be dwelled upon, he maintained, but rather the future should be looked to with energetic enthusiasm and progressive efforts on the part of everyone.

He reminded his listeners that Fox has put its money where its mouth is by investing over 82 millions in films for the present and future. This amount is based on negative costs alone, to which must be added advertising and promotion monies. He maintained that there was no ceiling to what a picture can do today, and unfortunately, there is also no floor in some cases. We've got to get to know our audiences of today, who are selective and demanding. Pictures must have something to say in a palatable and entertaining manner. He reminded that Fox has over 21 millions invested in three roadshow films alone, and 44 millions are required for the company to break even on these.

Former Senator Kenneth Keating paid tribute to the Variety Clubs for their wonderful efforts on behalf of children through the years, and he also recalled the formation of Fox and a bit of its history.

Goldenson noted that Fox has always been a leader in the field, and it has taken a stronger hold than ever before under its present management.

Tent 35's chief barker, Jack H. Levin, introduced the double dais and reported that the Club on April 28 presented its third Sunshine Coach for the use of handicapped children to a charity organization. This was awarded the New York Philanthropic League on behalf of the employees of Warner Bros. Pictures. He also reported satisfactory progress on the forthcoming Old Newsboys Day, June 29, when the New York Journal American will publish a special Variety Edition, which will be sold in the Times Square area by prominent show business personalities and other volunteers to help raise \$250,000 for a Children's Heart Center at the New York Medical College—Flower and Fifth Avenue Hospitals.

Congratulatory wires were read from Variety Clubs International chief barker James Carreras in London and from Zanuck in Europe. Melvin L. Gold was luncheon chairman, and Nat Fellman was co-chairman. Thanks were extended for cooperative efforts to Sam Horwitz, Herman Schleier, Stuart Harnell, Estelle Pulvers, Mae Horowitz, Sally Perle, Jonas Rosenfield, Jr., and his staff, and Everett Callow, who did a wonderful job assisting Gold in the luncheon arrangements.

Aboard the dais were Charles Alcoate, Jack Armstrong, David Baird, Charles Boasberg, Harry Brandt, Richard Brandt, Samuel H. Clark, Julius Collins, Ned E. Depinet, Irving Dollinger, Russell Downing, Jerry Edwards, Steve D'Iuzillo, Fabian, Fellman, Gold, Goldenson, Philip Harling, Salah Hassanein, Donald Henderson, Ralph Hetzel, Eliot Hyman, Leo Jaffe, Saul Jeffee, Keating, Lila Kedrova, Francis P. Kelley, Levin, Harry Mandel, Ira Meinhardt, Howard Minsky, Eugene Picker, Poe, David Raphael, Sam Rinzler, Norman Robbins, E. David Rosen, Samuel Rosen, Jonas Rosenfield, Jr., Harold Roth, Leslie Schwartz, Edward Seider, Charles Smakewitz, Morris Strausberg, Mrs. George Waldman, and George Weltner.



# AMERICAN INTERNATIONAL GETS THEM

MAY 26, 1965

*American International*<sup>®</sup>  
presents

## "WAR-GODS OF THE DEEP"

IN COLORSCOPE

starring

VINCENT PRICE  
TAB HUNTER  
SUSAN HART

—also starring—

DAVID TOMLINSON

AS HAROLD TIFFIN JONES

Directed by      Produced by  
JACQUES TOURNEUR • DANIEL HALLER

Screenplay by  
CHARLES BENNETT & LOUIS M. HEYWARD  
From EDGAR ALLAN POE'S "CITY IN THE SEA"

JUNE 16, 1965

*American International*<sup>®</sup>  
presents

## "SKI PARTY"

IN COLOR AND PANAVISION

starring

FRANKIE AVALON  
DWAYNE HICKMAN  
DEBORAH WALLEY  
YVONNE CRAIG  
with LESLEY GORE  
And JAMES BROWN

And The "BEACH PARTY" GALS

BOBBI SHAW  
PATTI CHANDLER  
MARY HUGHES

And Guest Star

ROBERT Q. LEWIS

Directed by      Produced by      Written by  
ALAN RAFKIN • GENE CORMAN • ROBERT KAUFMAN



# THE BEACHES AND TO THE BOXOFFICE!

JULY 7, 1965

*American International*<sup>®</sup>  
presents

## "HOW TO STUFF A WILD BIKINI"

IN COLOR AND PANAVISION

starring

TOMMY KIRK  
ANNETTE FUNICELLO  
HARVEY LEMBECK  
JOHN ASHLEY  
JODY McCREA  
BUSTER KEATON  
BOBBI SHAW  
PATTI CHANDLER  
MARY HUGHES

Directed by  
WILLIAM ASHER • JAMES H. NICHOLSON & SAMUEL Z. ARKOFF

Produced by  
Written by  
WILLIAM ASHER & LEO TOWNSEND

AUGUST 11, 1965

*American International*<sup>®</sup>  
presents

## "SERGEANT DEADHEAD"

IN COLOR AND PANAVISION

starring

FRANKIE AVALON  
DEBORAH WALLEY  
FRED CLARK  
BUSTER KEATON  
ELSA LANCHESTER  
JOHN ASHLEY  
JODY McCREA  
DONNA LOREN  
BOBBI SHAW

Directed by  
NORMAN TAUROG • JAMES H. NICHOLSON & SAMUEL Z. ARKOFF

Produced by  
Written by  
LOUIS HEYWARD



the



of

the business

■ **THOUGH EVEN** the biggest things, as the maxim goes, have small beginnings, we would gladly nominate Variety Clubs International as an exception to the rule. Born 38 years ago, the famed charity had its beginnings in a showman's heart, and that is a very large place indeed.

Over the years, the heart has become the symbol for this growing organization, now readying for its annual convention in San Francisco, May 11-14.

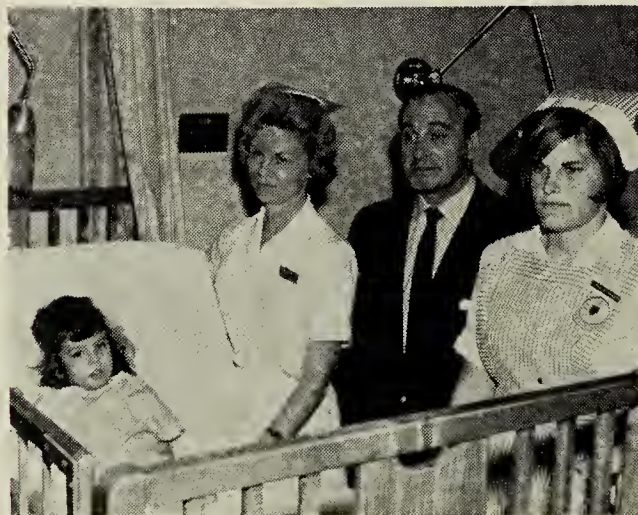
By the opening date of the convention, it is hoped that Variety Club hearts on the sides of special Sunshine Coaches designed to carry severely handicapped children to events and places they could never visit before will be seen in every Tent's city, spreading happiness to the kids and Variety's gospel to the community.

The Sunshine Coach for Children Program has already witnessed 33 of the 35 VCI Tents either operating or pledging coaches. A fleet of nearly 70 of these vehicles operates in the United States, Great Britain, and, thanks to London's Mrs. Sheila Berman, in Israel.

In human terms, children (some of them having been institutionalized as long as 10 years) were shuttled by New York VC's three buses out to Flushing Meadows, L. I., for a day at the World's Fair. Summerlong, the Sunshine Coaches brought their cargoes

of handicapped youngsters out to the Fair. Outings, trips to Variety Summer camps, hospital transportation—these are the services rendered by this project, which is the first truly international endeavor of Variety.

New York, Dallas, Los Angeles, and Washington, D. C., have, between them, a total of 12 Sunshine Coaches. Great Britain has 34; Dublin, two; Mexico City, one; and Toronto, one. This means that the program's



James Carreras, VCI chief barker, is seen with volunteer, nurse, and child at Variety-supported Children's Hospital, Miami, Fla.

goal of "one or more Sunshine Coaches for every Variety Club" has already been 98 per cent realized.

England's Leslie A. MacDonnell, O.B.E., fostered the Sunshine Coach program, and Ralph Pries, first assistant international chief barker, chairs the program in the Americas.

Jim Carreras, VCI chief barker, must be credited with kindling the flames of this ambitious program on a world-wide scale.

Variety has earned the highest respect in Britain's eyes, so much so that Admiral Earl Louis Mountbatten of Burma, who is a gold card life member of VCI, arranged for the use of the HMS Kent, a 6,200 ton guided missile destroyer, which will steam to San Francisco for the coming convention.

Carreras, first person outside of the U. S. to take office as international chief barker in Variety's 38 year history, will host a gala party aboard the new vessel, which will tie up in San Francisco's picturesque bay during the week-long meet. Reciprocating the Royal Navy's hospitality, Variety is inviting the captain and officers of the ship to be guests of the convention ashore. It is hoped that the HMS Kent will symbolize to San Franciscans and peoples the world over the international spirit of Variety

(Continued on Page 18)





URSULA ANDRESS  
*as*  
**"SHE"**

A 7-ARTS/HAMMER PRODUCTION FOR M G M  
*Now breaking all records in  
Great Britain and Continental Europe*





Clinicians at work in the Sir Billy Butlin Clinical Laboratory at the Variety Club Childrens' Hospital, Miami, Fla.



Blind girls use instruments, Irish harp and piano, provided by Tent 41, Dublin, Ireland.



School of the Asuncion, Mexico City, is operated by the Carmelite nuns with the support of Mexico City's Tent 29, which built the school for them.

## Heart of the business

*continued*

as "the greatest children's charity in the world."

As Carreras says, "Variety is doing a wonderful public relations job for the entertainment industry. Through its wonderful hospitals, it offers great help to the children of America. Variety Sunshine Coaches are responsible for the most wonderful revitalization of Variety's image for the past 10 years. The program is great!"

To cap the outstanding success of Variety's Sunshine Coach Program this year, the organization is going all out for its annual convention. Headquarters for the week-long meeting of Variety delegates from the U. S. and abroad will be the famous Fairmount

Hotel atop San Francisco's equally famous Nob Hill. Following registration on Sunday and Monday morning, May 9 and 10, delegates will be treated to a delightful combination of business and pleasure with the enchanting backdrop of one of America's most unusual and interesting cities. Reception of arriving delegates will consume most of Monday, and a "Get-Together Buffet And Dance in the hotel's Grand Ballroom will cap the day. Hosting the event will be American-International Pictures.

On Tuesday, and each subsequent morning of the convention, barkers will open the activities with a morning business session in the Terrace room. At Tues-



Tent 18, Variety Club of Dayton, Ohio, sponsors Camp Variety for the city's youngsters.



Tent 10, Variety Club of Indianapolis, sponsors and supports the Riley Memorial Hospital for Crippled Children.





Photo shows grounds and vocational school of Toronto Variety Club's Variety Village.

day, noon, the International Luncheon, sponsored by Seven Arts-Hammer Film Productions, will be given for barkers and ladies. Following a cocktail party in the Gold Room at the hotel, delegates will leave for a Pepsi-Cola Co. sponsored "Night In Chinatown," where barkers and ladies will have a chance to try the cuisine and shops of the largest Chinatown in the Western world.

On Wednesday, noon, a "Stars of Tomorrow" luncheon will be given in the Gold Room, sponsored by Columbia Pictures. For the ladies, a luncheon and J. Magnin Fashion Show is set for the Peacock Court, Hotel Mark Hopkins. Wednesday afternoon and evening are free.

On Thursday, National Carbon will host the Chief Barkers' Luncheon for all barkers in the Gold Room. The ladies will take a tour across the famous Golden Gate Bridge into Marin County and lunch at Alta Mira. Following an evening cocktail party, the delegates will attend the International Dinner Dance in the Grand Ballroom.

On Friday, last day of the convention, a London Luncheon, sponsored by Variety Club of Great Britain, will be given. Friday eve-



Tent, 12, Variety Club of the Northwest, supports the VC Heart Hospital at the U. of Minn.



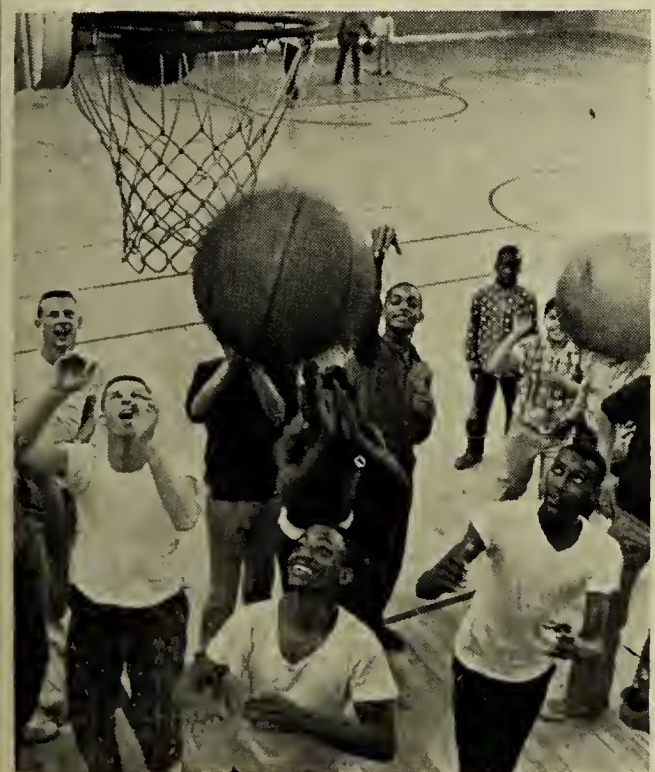
Tent 1, Pittsburgh, "mather Tent" of Variety International, adopts another founding.

ning, presentation of the Heart and Humanitarian Awards will be made, followed by cocktails and the traditional black-tie Humanitarian Dinner Dance in the Grand Ballroom. The Coca-Cola Co. will host the dinner-dance.

With the prospect of delightful May weather and the many sights of San Francisco, the convention promises to be rewarding for all. From dining at Omar Khayam's or Trader

Vic's to a trip to the new novelty shops and restaurants in Ghirar-Delli Square, home of specialty shops featuring decorator's goods, imports, apparel, books, furnishings, gifts, and handicrafts, delegates and assured of an unusual and delightful experience.

In addition, side trips to the beautiful California wine country, or to Reno or Las Vegas are in the offing.

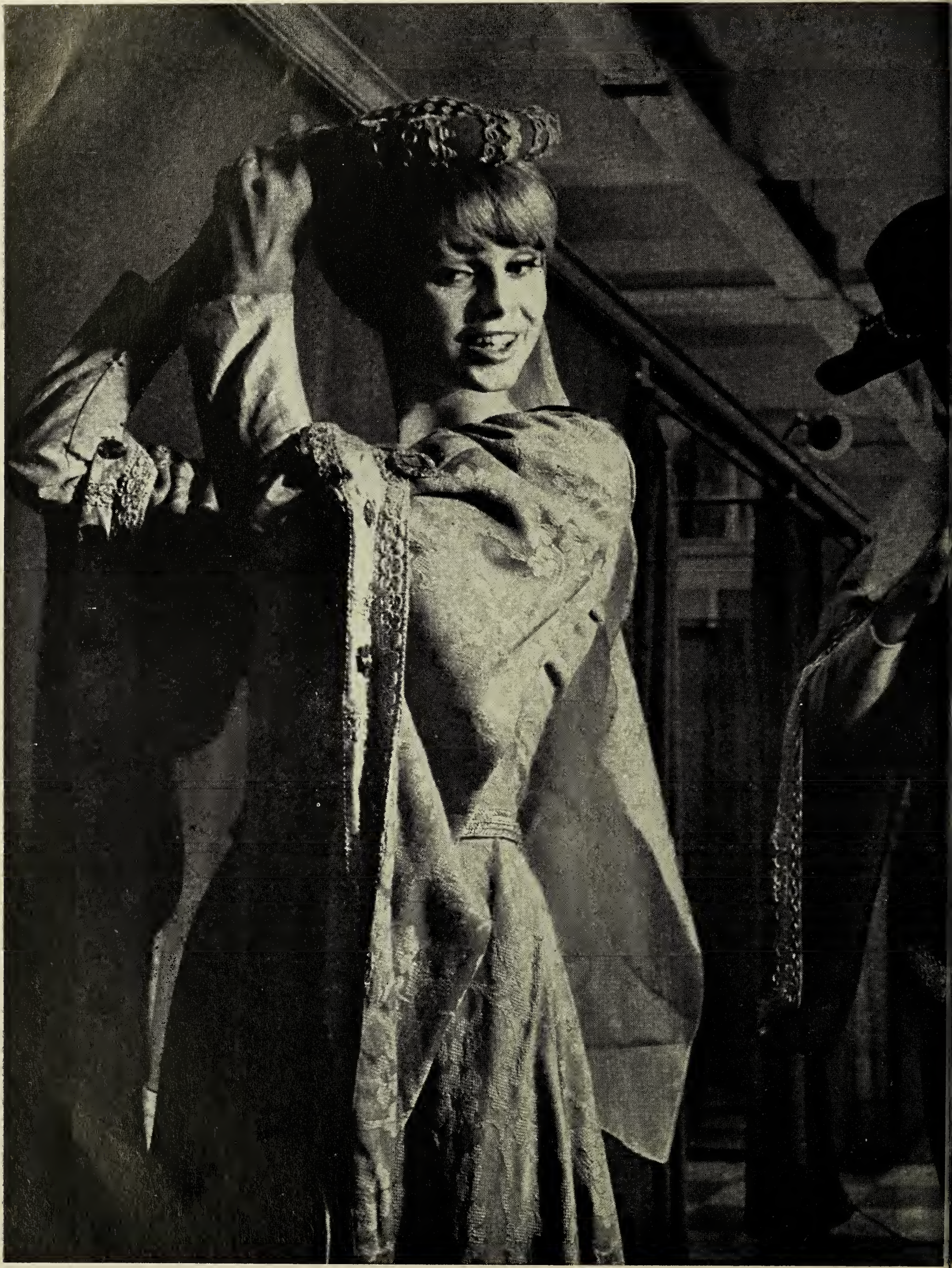


Basketball at the Seidman Center, Youth Center sponsored by Tent 27 of Grand Rapids, Mich.



Houston's Tent 34 offers the city's youngsters a chance for good sport and guidance at the Variety Boys' Club, seen in above photograph.









**Wardrobe...\$54,000**

*and Studio costs . . . \$403,000*

*Production staff . . . \$275,000*

*Talent . . . \$390,000*

*Sets . . . \$242,600*

*Story . . . \$143,500*

***Would you  
make a good  
investment  
look like  
a poor one  
...on purpose?***

Certainly not, you say. But why, then, would you—or anybody else—consider making a motion picture on less than Eastman films? Better to consider *this*: the fraction of a cent per foot you *might* save on less than Eastman films may cost you everything in terms of quality.

Look at it this way. Film—both negative and print stock—must provide detailed, full-tonal reproductions and must have consistent speed, uniform processing characteristics, dimensional stability, precision perforations and uniform slit edges. Go with anything less than Eastman quality and you may be in for retakes and headaches, reorders and “out-of-orders” — not to mention audience dissatisfaction. The savings you counted on are, in the final accounting, no savings at all.

With Eastman you also enjoy the services of the world’s finest film engineering and technical facilities. Your total picture quality is backed by Eastman’s total quality control. And Eastman’s specialists are always at hand to help you get maximum production efficiency.

Everything considered, doesn’t it make good sense to use Eastman all the way?

Motion Picture and  
Education Markets Division  
**EASTMAN KODAK COMPANY**  
Rochester, N. Y. New York, N. Y.  
Chicago, Ill. Hollywood, Calif.

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**EASTMAN FILM**  
.....



# LONDON Observations

By Jock MacGregor

MAKING A PERIODIC FORAY ON AMERICA IS RANK'S BRITISH DISTRIBUTION chief, Fred Thomas. He will be at New York's Sherry Netherlands from May 6 and will leave for Hollywood on May 11. Among his priorities will be partners for co-production deals. A think-big man, he believes that important pictures are the answer to box office problems and seeks similar deals to those he had with Sam Bronston on "El Cid," "Roman Empire," and "Circus World"; Columbia on "Unknown Battle," starring Kirk Douglas; and Universal on Harry Saltzman's spy thriller, "The Ipcress File," which has been smashing records here and is the "invited" British film at the Cannes Festival.

It is better economics, Fred maintains, to finance a share of a top budget international offering in return for various territories than to invest the same amount in a routine domestic subject unless it is an assured hit, like a Norman Wisdom comedy, in view of public taste and current trends. This is sound reasoning, particularly for a group like Rank with its world-wide theatre and distribution setups, but no regular American outlet. Much time will be spent on discussions with those Hollywood companies which have already signified interest in such a deal on the Ivan Foxwell production of the Book of the Month's "The Quiller Memorandum."

Fred has been among John Davis' most successful proteges. Pre-war publicity chief for Western Electric Paramount and 20th-Fox, he became editor of "The Cinema" on demobilization after distinguished service in the RAF. Then in 1956, many film types were shaken when he became Rank Film Distributors chief. With the excellent relations which he had forged with exhibitors as a tradepaperman, he was an immediate success. Now he is JD's closest adviser on production and distribution.

**DROPPED IN ON JIM CARRERAS TO SEE HOW THE PACKING WAS GOING FOR** the VCI San Francisco convention, and he was raving over the "She" business in the pre-releases and suburbs. "They're just incredible," he mused. It is shaping as one of 1965's big hits. He is very delighted that Darryl F. Zanuck and Seymour Poe are now attending the convention, and that 20th-Fox is picking up the tab for one of the evenings. AIP's Jim Nicholson, I hear, has also taken over as host for another function. Jim will be supported by 45 British barkers. Most are flying on May 5, and several, like Ken Rive and Nat Cohen, are having a few days in Hollywood before the junketing gets really serious.

**WORLD WAR II'S BLOODIEST CARNAGE, WHICH WAS THE BASIS OF 1950's** "Battleground," is being refought in two movies. Shooting in Spain for Warner release in Cinerama is "Battle of the Bulge," under director Ken Annakin. Henry Fonda, Robert Ryan, and Dana Andrews head the cast. Finalizing arrangements in London for "The 16th of December," to be shot as a 3½ hour \$8,500,000 Ultra-Panavision road show for Columbia, has been American writer producer Tony Lazzarino. He has the cooperation of General Dwight D. Eisenhower and Field Marshall Viscount Montgomery, and Rommel's successor as commander of the fifth Panzer Army, General Baron Hasso von Manteuffel, who led the Ardennes offensive, will be the German technical adviser. Shooting, due to start in the fall, will mainly be in the Camp Drum military reservation near the American Canadian border. Not only will 10,000 U. S. Army personnel be available, but the terrain, General von Manteuffel tells me, closely resembles the Ardennes.

**CONGRATULATIONS TO ALAN KEAN ON BEING APPOINTED GENERAL MAN-**ager of BLC—the joint Columbia-British Lion distribution company—by Mo Rothman. He joined BLC on its formation in 1963 from Anglo Amalgamated. . . . Daniel P. Skouras has been named AIP's European sales supervisor by David D. Horne and will operate from London. . . . With a grin in the right dimension, Leslie Greenspan previewed Golden Era's "Apaches' Last Battle"—the first 70mm to be distributed by an independent. A mid-European co-production starring Lex Barker, Daliah Lavi, and Guy Madison, and directed by Hugo Fregonese, it is good rough and tumble spectacle. With the British passion for westerns (even from the east!), his grin should grow. . . . Nice to receive a BBC press hand-out that I am going on the air with a talk on the Argentine Film Festival for "Movie-Go-Round," Bobby Jaye's extremely popular Sunday afternoon program. The recording was quite an ordeal. . . . Even though there is a foul rumor that Otto Preminger has no great love for tradepapermen, I received an LP of the "Harm's Way" sound track. Incidentally, his proposed charter flight to the Cannes Festival opening has run into complications and caused considerable ill feeling. Meanwhile, he has converted the 12th floor of the luxury Carlton Tower hotel into production offices and cutting rooms for the "Bunny Lake is Missing" location here but is staying at the Dorchester. One really can't live on the job!

**ENCOUNTERS: AT A SAVOY RECEPTION—PRODUCER GOTTFRIED REINHARDT** here for talks with Paramount on "Situation Hopeless But Not Serious." Starring Alec Guinness, Michael Conners, and Robert Radford, and it is based on Robert Shaw's best seller, "The Hiding Place." . . . In Soho—Carl Foreman, actually with a film can under his arm. He is happy that the "Born Free" unit is back after a long Kenya location and delighted that Oscar-winning musician Dimitri Tiomkin is joining him as a producer. . . . In Bond Street—a face out of the past, David E. Rose, one time Paramount chief here, who turned producer. He tells me that he has been visiting Rome and is raring to get to the Cannes Festival. . . . Easter has come and gone and Christmas activity campaigns are still being submitted. Can't some managers take a hint? . . . When a reel was screened out of order at a recent press show, I was the only one to comment, though one writer was heard to remark that he thought the cutting was a bid muddled!

## 20th Fox Closed-Circuits Talks On Big TV Buy

NEW YORK—A special closed-circuit program, to dramatize the unique television network buy made by 20th Century-Fox over ABC-TV, was telecast to ABC-TV affiliate stations in all 20th-Fox domestic branch cities.

Branch sales and publicity personnel were to attend the showing, as well as leading local exhibitors, film buyers and advertising-publicity executives.

Speaking for 20th-Fox was Joseph M. Sugar, vice-president in charge of domestic sales, and Jonas Rosenfield, Jr., vice-president and director of advertising, publicity and exploitation, who explained the reasons for the buy as well as how the network spots can be tied in with local campaigns.

Representing ABC on the program was James Duffy, vice-president in charge of TV network sales, and Robert Coe, vice-president in charge of TV stations.

Twentieth Century-Fox became the first motion picture company to be a participating sponsor on two nationally-televised programs with its purchase of time on ABC-TV's weekly "Major League Championship Baseball" telecast and the "Nightlife" show which is seen five times a week.

The unprecedented buy marked the first time a major film company bought network commercials on a continuing basis for product and institutional advertising.

Under the arrangement with ABC-TV, 20th-Fox has purchased a total of 189 commercials, of one-minute duration. They will be shown over a 52-week period by the full ABC-TV network, consisting of 191 stations, and will reach a combined total of more than 795,320,000 sets.

## Another For Broumas

McLEAN, Va.—John G. Broumas, Broumas Theatres, announced the acquisition of a new theatre site here, located opposite the McLean Shopping Center. The new theatre will be known as the McLean and will feature 1,000 seats of bodyform design.

The theatre will be equipped with the latest in all types of projection equipment and is designed to show features in 70 mm, Todd-AO, Cinemascope, and conventional 35 mm. In addition, the theatre will feature a complete wrap-around stereophonic sound system. Broumas also announced that the theatre will have a large stage for community functions.



Motion Picture Association of America reception in honor of visiting Spanish Film Delegation at the Museum of Modern Art, New York, was attended by, left to right, Actress Diana Lorys, Ralph D. Hetzel, acting president, MPAA, and actress Elisa Montes.

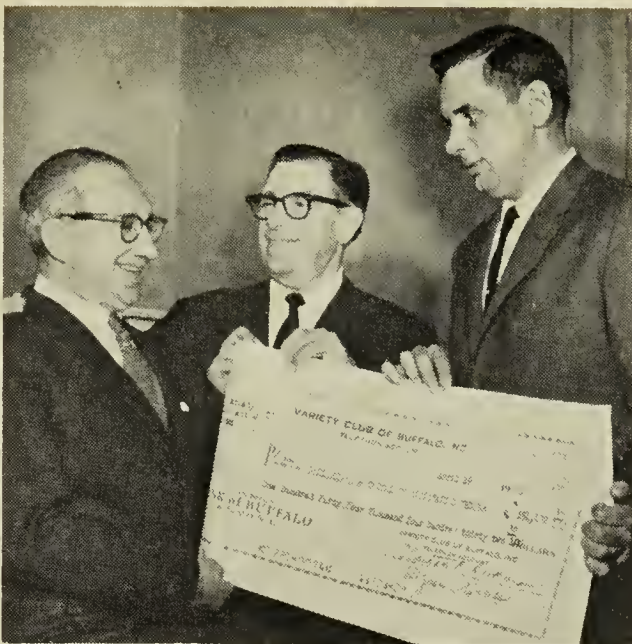


## BOSTON

United Artists office announced the Beatles' new film, "8 Arms to Hold You," will be seen late this summer at New England theatres in a saturation booking. Theatres which have already booked "8 Arms to Hold You" (UA) are Fitchburg, Fitchburg Theatre; Lawrence, Palace Theatre; Lowell, RKO-Keith; Pittsfield, Union Square Theatre; West Springfield, Majestic Theatre, all in Massachusetts; and the Leroy, Pawtucket, R.I., and Stadium, Woonsocket, R.I. . . . Hub film writers journeyed to nearby Sturbridge to catch the opening scenes for "Hawaii," film version of James Michener's novel, which began with the arrival of a group of missionaries from New England. Old Sturbridge Village was used as the locale, with Max Von Sydow and Julie Andrews in the scenes. . . . George Kraska, Joseph E. Levine's "man in Boston," handled the opening of "Let's Talk About Women" at the Kenmore Square Cinema. . . . Robert Mitchum visited Boston for press interviews at the Sheraton Plaza, with Arnold Van Lear, UA press exploitation chief, handling arrangements. . . . General Cinema Corporation, in association with Interstate Theatre Corporation, opened Cinema I and Cinema II at Westgate Mall, Brockton, Mass. Opening bill was "Mary Poppins" in Cinema I and "Zorba the Greek" in Cinema II. . . . Four Harlow girls, appearing in Bill Sargent's Electrovision "Harlow," starring Carol Lynley, came to Boston for promotional activities in behalf of the film. They were Maureen Gaffney, Bobbie Whitby, Jackie Andre, and Janet Day.

## BUFFALO

As part of the \$13 million expansion of the Thruway Plaza in Cheektowaga are two theatres now in the planning stage. Frank Galesi, vice-president of the plaza management firm of Galesi Realty Co., Paterson, N. J., said the theatres would have a total capacity of 2,000. One would be for Cinerama productions, and the other would be for conventional films. One of the theatres may be adaptable for legitimate stage presentations. The theatres would be built by the National General Corp. for Fox Theatres, which would operate them. If the legit idea goes through, it would bring to Buffalo the first stage house since conversion of the former Erlanger into an office building several years ago. Galesi said the plans for the expansion, which would more than double the retail and commercial area and increase the number of outlets from 50 to 100, would start some time in the spring of 1966. He said there might be some minor construction beginning this fall. . . . A new series of silent film classics began in the Kissing Bridge Summer Playhouse with the showing of "The Great Chase," a compilation of chase scenes from a number of screen gems. . . . Talk about a busman's holiday. Manager James A. Manuel, Geitner, Silver Creek, closed his house on Tuesday, April 27, and took all his employees as his guests to Buffalo to see "The Sound of Music," currently enjoying a long and successful run at the Teck. "Many people believe that persons working in theatres see many films, but this is hardly the story," said Manuel, "so we are taking the evening to enjoy a film ourselves." . . . The actual amount of the Variety Club check presented to the Rehabilitation Foundation of the Children's Hospital was \$154,432.36. The all-time record amount was realized at the Telethon staged Feb. 5-6 by the members of Tent 7. "We hope it will go a long way toward alleviating suffering and helping



The variety Club of Buffalo, Tent Seven, recently presented this giant check for \$154,432.36, proceeds to date from recent telethon, to The Rehabilitation Center of Children's Hospital of Buffalo. Dr. Robert Warner, left medical director of the center, accepts from Nathan R. Dickman, Telethon chairman, and A. T. Kolinski, chief baker.

the marvelous work of the Foundation," said Nathan R. Dickman, Telethon chairman, who with chief baker Tony Kolinski, presented the check to Dr. Robert Warner, Foundation medical director. . . . Thieves broke into the Rialto, Albion, N. Y. Charles Martina, owner and operator, said considerable damage was done, including breaking of glass on all vending machines and ruining the pop machine. As far as could be determined, no money or tickets were stolen. The Lakewood Drive-In, Lakewood, N. Y., has changed hands. The outdoorer has been acquired by the Dipson Circuit, with headquarters in Batavia, N. Y. The drive-in formerly was owned and operated by Mrs. M. Zidel. The same circuit has taken over the Pic 17 Drive-In, Chautauqua Lake. This out-doorer formerly was operated by Scoville Enterprises, Phil Scoville, president. . . . Win Barron, publicity and exploitation representative for Paramount Pictures in Canada, with headquarters in Toronto, was in Buffalo conferring with Frank Arena, Loew's Theatres city manager, on an advance campaign on "Dr. Terror's House of Horrors," which opens early in May at Shea's Buffalo and Aero and Star drive-ins.

## CINCINNATI

Associated Theatres, Cleveland, and Cincinnati Theatres announced the building of a \$700,000 movie theatre in the Glendale suburban area at Princeton Road and Kemper Lane, opposite one of the largest shopping centers in this area. The 1,200-seat theatre will be a first-run, capable of projecting all processes from Todd-AO to Cinerama. It will be deluxe in every detail and will have parking facilities for about 1,000 cars. The house, temporarily called Princeton Cinema, will be the first new theatre to be built in this area since the Valley, now operated by Cincinnati Theatres, opened in 1949. The project is scheduled to begin within several weeks, and the opening date is set for late August. During the past six months Cincinnati Theatres has built two new houses, the 980-seat Studio, Middletown, O., and the 982-seat Northland Cinema, Columbus, O. The completion of the local house will bring the company's string to 15 area drive-ins and roofed theatres. . . . The face of the movie business in Cincinnati is being altered by many reserved-seat films and the switch of first-run bookings into suburban houses. There are also other trends being tried out,

but at the present time there is no definite pattern. . . . The down-town renewal program, which is beginning to jell, will affect trends. Keith, owned by Cincinnati Theatres, will close in the fall to make way for a new business building. It is hoped that a suitable downtown location will be found for its replacement. . . . Two Covington, Ky., theatres are being refurbished by National Theatre Supply for owners Tom Hill and William Macklin. The Madison has new seats and carpeting, and at the Liberty there is a new screen and carpets. . . . Cincinnati Theatres has completed remodeling its suite on Film Row. The offices are paneled in walnut, complemented by a brown, orange, and white color scheme in the furnishings. . . . The old Nordland, famous in the "Over the Rhine" era, is being remodeled for a night club. . . . A. S. Haggard is new operator for the Federation, Dayton, O., for-

Estate of Edw. F. Burrow, Dec'd.  
By Order Phila Nat'l Bank, Executor

## The LANSDALE THEATRE

N. E. Cor. Main St. (Route 63)  
& Towamencin Ave., LANSDALE, PA.

A THRIVING COMMUNITY  
15 MI. N.W. of PHILADELPHIA

Including: 91' x 152' Lot  
4 Stores—4 Apartments

## ABSOLUTE AUCTION

Clear of Mortgage Without Limit or Reserve

4 TRACK STEREOPHONIC SOUND SYSTEM \*  
EXCELLENT 19' x 31' FLAT SCREEN \* 1020  
SEATS \* NO PARKING PROBLEM \* ENTIRE  
BUILDING REWIRED in 1964

Request Illustrated Brochure

Inspection: Anytime Theatre is Open

SALE on the Premises:

TUESDAY, MAY 11 at 2 P. M., DST

15% Deposit by Cash or Check at Sale

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AUCTION COMPANY

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merly owned by H&K Enterprises. . . . Roy B. White, president, Mid-States Theatres, reports that initial results from installations of video-eye closed-circuit tv cameras in the Mid-States theatres have proven so successful he is considering taking theatrical franchise rights for the domestic distribution from Springdale Electronic Co., Cincinnati. The camera is a newly developed portable transistorized closed-circuit tv camera and can be plugged into any television set.

## COLUMBUS, O.

Whitehall, Columbus suburb, is considering two CATV franchises sought by firms from Portsmouth, Ohio, and Altoona, Penna. . . . LuAnn McKinley, daughter of manager Robert McKinley, Northland Cinema, was recovering after an appendectomy. . . . Eva Gabor has been signed to appear in "A Shot in the Dark" in the Kenley Players' summer stage series at Veterans Memorial the week of June 29. . . . "My Fair Lady" is in a fifth month at Hunt's Cinestage. . . . Johnny Desmond will star in "Bye Bye Birdie" to be staged at the Ohio State Fair on two nights only, Aug. 30 and 31. . . . Ben Cowall, local promoter and operator of Central Ticket Agency, will serve as booking consultant to the Ohio State Fair at \$6,000 per year. . . . Frank Yassenoff's W. Fifth Avenue auto theatre was forced to close for repairs after a windstorm. . . . Cashier Lillian Schwartz, Little Art, was robbed of about \$130 by a lone gunman. . . . Glenn Woods, student assistant manager, Loew's Ohio, has been promoted to assistant manager, Loew's, Dayton, Ohio. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, outlined problems of cities in granting CATV franchises in a talk before the Municipal Utilities Association convention in Columbus. Prickett attended a hearing before Troy, Ohio, city council on granting a CATV franchise.

## DALLAS

The American premiere showing of the Columbia Pictures "Genghis Khan" is scheduled to be held here at the Majestic on June 17. Omar Sharif plays the title role and will be here for the premiere festivities. Stephen Boyd, seen as a young Mongol leader, is also scheduled to be here. There will be other stars present in the details for the premiere now being worked out. . . . The Majestic has dated a James Bond festival to open May 6 with the return of "Dr. No" and "From Russia With Love," the first two Bond films, on a double bill. . . . Patrons of the Palace were treated to a special attraction when The Gentlemen, a quartet of singers and musicians, played in the lobby to herald the opening of the second week of the new Elvis Presley film, "Girl Happy." . . . "The Yellow Rolls Royce" has been dated for showing at the Village in June. Prior to the opening, a 1930 Phantom II Sedan de Ville, which is seen as the title car in the film, will make a "personal appearance" May 24-25. . . . Bob Hope was to appear at the Southern Methodist Coliseum on April 30.

## DETROIT

Fred P. Sweet, managing director, Tele-news, and chairman of the theatre wing for Armed Forces Week (May 8-16), announces that Ed McCauley, National Film Service, and other carriers have agreed to distribute material to theatres. Sweet states that owners are always highly cooperative in posting material prominently, using the trailers fur-

nished, while some d-i's have put on tank displays. . . . Charles A. Blessing, director of the City Planning Commission, presented it with a plan for a cultural center which would be the finest in the world. Located about two miles from downtown Detroit and adjacent to the public library and Institute of Art, it would occupy 200 acres, cost \$250 million, and would include theatres. It would be begun within the next four years, with completion around 1980. In the words of Mayor Jerome P. Cavanagh, it would be "greater than Lincoln Center (in New York) or any other cultural development." Federal funds will be sought for the center, which would also include, in addition to theatres, expansion of the present art institute, a hall of man and natural history as well as a medical museum, museum of science and technology, musical arts center, planetarium, parking for 5,700 cars, huge reflecting pool, landscaped gardens, covered outdoor sculpture court, and to the east, 100 acres to be occupied by high-rise apartments, a terrace, and cluster type low rise housing. . . . In Portage, Mich., Operator Fred Bloss, of Hastings, ran into protests when he proposed to embark in a policy of movies "for adults only" in a new house he proposes to build. One petition with 306 signers requested to Portage City Council to withhold the building permit. The Council of the Portage Congregational Church also petitioned that "establishment of this theatre would add to the general moral decline of the community." Bloss already has theatres in Battle Creek, Grand Rapids, and Hastings with the "adults only" policy in operation.

## HOUSTON

Billy Wilson, city manager, General Cinema Corp., may be the first man to open six theatres on one night. The three twin Cinema I and Cinema II were opened here in Gulfgate, Meyerland, and Northline shopping centers. Cinema I has a seating capacity of 1,000 seats and Cinema II has a 500 seat capacity. The whole project represents a \$3,000,000 investment by General Cinema Corp. Hollywood film star Robert Mitchum was here for the opening of "Mr. Moses" at each Cinema I. Richard A. Smith, president and board chairman of General Cinema Corp., was also here for the premiere activities. A half hour telecast of the opening was telecast from Cinema I at Gulfgate. . . . Homer McCallon, manager, Loew's State, offered 500 photos of Elvis Presley to those attending the current Presley film, "Girl Happy." . . . Howard Spiess, assistant general manager, General Cinema Corp., and E. J. Miller, business manager, Houston Movie Operators Union, signed a contract for a crew of 18 operators for the three twin Cinema I and Cinema II. . . . The Rivoli will close on Aug. 1 and will make way for a parking lot. The Iris will also make way for a parking lot. Both are operated for the Horwitz estate by Fred V. Cannata, general manager. . . . Jim Velde, president of United Artists was among the celebrities attending the Cinema I and Cinema II openings. . . . Universal-International will hold the world premiere of "Shenandoah" on June 3 in Houston. Plans call for the star of the picture, James Stewart, to be here for the premiere. . . . Jock Mahoney, Jim Arness, Chill Wills, Big John Hamilton, and Al Lewis are expected to appear here in a Gonzales Warm Springs Foundation variety show on June 5. . . . The Houston Chronicle will begin printing an alphabetical directory rating all the films playing in Houston each Thursday on the amusement page. The ratings are compiled by the Texas Motion Picture Board of

Review, based in Dallas. It is composed of 12 women, representing major religious denominations, who volunteer their time. . . . Former Houston beauty queen Joan Bradshaw is now Mrs. Frank Ross, wife of the movie producer, and both were here prior to the premiere showing of "Mister Moses." . . . The Windsor Cinerama will start a special youth matinee on "The Greatest Story Ever Told" on Saturday at 9:30 a.m.

## JACKSONVILLE

Arvin K. Rothschild, prominent local exhibitor for many years and a former leader of the Motion Picture Exhibitors of Florida, has been named to head President Lyndon B. Johnson's anti-poverty drive in this area of Florida. The drive's board of directors, composed of 45 prominent citizens (30 whites and 15 Negroes), elected Rothschild unanimously during the group's first meeting at City Hall. Rothschild said the first effort will be applied to Project Headstart, "the program for pre-school children aimed at improving their health and physical abilities, developing their self-confidence, establishing joint activities with their parents, and a host of other opportunities heretofore missing from the lives of some of our children." . . . Jack Sims, North Carolinian formerly with Dominant Pictures, has replaced John Meehan as a booker on Henry Harrell's staff at 20th-Fox. . . . Spurgeon Dunn shuttered his Gibson, Chattahoochee after many years of operation. . . . Byron Adams' Crescent Drive-In, Edgewater, has been sold to Floyd Theatres and has been renamed the Funland Drive-In. . . . Two new first-run theatres are tentatively scheduled for summer openings in the burgeoning Cape Kennedy space-flight area. Both are 900-seaters and both are located at Cocoa Beach. They are the Beach, owned by BVF Theatres, Inc., and the Satellite, owned by Brevard County Theatre Corp. . . . Pete Rosian, Universal division manager from Cleveland, visited W. A. McClure, local Universal manager, and then journeyed to south Florida for a spring vacation. . . . The Motion Picture Charity Club conducted a fund-raising outdoor carnival on the grounds of the Sunny Acres Park for Handicapped Children. WOMPI, distaff counterpart to the MPCC in this city, assisted with the carnival, and help was also received from Girl Scouts, Duval County Recreation Committee, and other community groups. . . . Miss Anne Rosenblum, long a faithful worker on many WOMPI projects and a sister of Shirley Gordon, WOMPI at Warner Bros., is now residing at the River Garden Home. . . . Jane Weeman, WOMPI charter member who left the industry a few years ago to conduct a kindergarden, is back in the Columbia office and has rejoined WOMPI. . . . Local WOMPIs are planning a Founders' Day celebration during May to mark the 10th anniversary of the formation of a WOMPI group in this city. . . . Lawrence Lancaster, night doorman at the downtown Empress, is a former teacher of biology at Tonga College, the only institution of higher learning in the Tonga Islands, a land chain in the South Pacific which is governed by Queen Salote, last of the hereditary Polynesian monarchs. Lancaster revealed that a giant tortoise, which wanders about Queen Salote's palace grounds, may be among the oldest living reptiles on earth. He said documentary proof exists showing the tortoise to be the same one which was presented to a royal ancestor of Queen Salote's by Capt. James Cook, the great English navigator and explorer, in 1772. . . . Charley Toy, 85, IATSE member for more than half



a century, died here. Toy, who retired a few years ago, worked as a stagehand at the former local Arcade, Palace, and Temple theatres. . . . Robert M. Bell acquired the Star, Winter Park, from the former owner, John Goldsmith, and Roy Bang is still handling bookings. . . . Ken Fether has reopened his Annex, Immokalee, for the summer season. . . . E. M. Loew's Miami Drive-In, formerly booked by United Theatres, is now being booked by Eddie Myerson, manager of the theatre. . . . Robert Heekin, northeast Florida supervisor for Florida State Theatres, has been elected vice-president of the USO Council of Northeast Florida, which provides off-base recreational and social activities for thousands of U. S. service men and women in the area. Heekin was also named to a three-year term on the USO board of directors. . . . In Cross City, Fla., the Princess, this community's only motion picture theatre, was destroyed by fire. The theatre, of wood and brick veneer construction, was built in 1926. It was owned by Mahlon and Norris McKinney. One unofficial estimate of the loss was \$30,000.

## MEMPHIS

Frayser Drive-In, spruced up for a new season, began with a double bill: "The Lively Set" and "Sing and Swing." . . . "Mary Poppins," in its 12th week at Plaza, gained impetus from the Academy Awards for a run thru spring. . . . The Crosstown booked "Those Magnificent Men in Their Flying Machines" to open June 23. . . . Jim Singleton announces that Tommie's Drive-In, Kennett, Mo., has opened for the season. . . . At La Center, Ky., Clark Smith has reopened Autoscope Drive-In. . . . Arrow Drive-In, Steeleville, Ill., reopened. . . . Elias Drive-In, Osceola, Ark., reopened, and Cherokee Drive-In, Cherokee, Ala., also started the new season. . . . In Tennessee, Sunset Drive-In, Martin, reopened, as did Raco Drive-In, Covington. . . . Board members of Memphis Better Films Council were entertained with a formal tea following their April meeting. Mrs. William Sanders Danner, whose daughter, Coral, is the Council's Cotton Carnival lady-in-waiting, was presented to the guests by Mrs. James Fay Hall, president of the Council. The event was held at the Rivermont Club. . . . Soon, Variety Club's new quarters in the Chisca Plaza will have a formal opening. Meanwhile, the house committee, Fordyce Kaiser, Conrad Bach, Ruben Cherry, Howard Nicholson, and George Simpson, are inviting members and guests to visit the premises to enjoy the lounge and dining conveniences. . . . Gulf States Theatres, McComb, Miss., began operation of 7 Drive-In, El Dorado, Ark.

## NEW HAVEN-HARTFORD

Stanley Warner has promoted Bill Decker, formerly manager, Strand, Hartford, and more recently assigned as resident manager, White City Shopping Center Theatre, Worcester, to newly-created capacity of Massachusetts district manager. Decker is to continue as supervisor of the newly-opened White City Shopping Center Theatre. . . . Perakos Theatre Associates' Elm, West Hartford, will host the annual theatre party sponsored by the Hartford Jewish Federation's women's division May 17. Screen attraction is yet to be determined, according to circuit vice-president and general manager Sperie P. Perakos. . . . General Cinema Corporation's newly-opened Milford Cinema, in the Connecticut Post Center, has instituted a Tuesday and Thursday bargain



Don Murray, Robert Hooks, and Diane Varsi are seen discussing a scene from their new film, "Sweet Love, Bitter," with director Herbert Danska. Picture being shot in Philadelphia and New York is the first of a new producing company, Film 3 Productions, Inc. Lewis Jacobs and Robert Ferman are the producers.

hour, charging only 50 cents admission from 12:30 to 1:30 p.m. for adults. . . . The subsequent-run Fairmount, New Haven, has a new chinaware and stainless giveaway to boost early week patronage. . . . The Perakos Beverly, Bridgeport, played a "limited" engagement of 20th-Fox's "Cleopatra," charging \$1.25 for adults and 50 cents for children. The price scale was advertised as "popular prices." . . . Westbrook, Me., businessman Odie Kourapis, who is buying the Star, where Rudy Vallee ushered more than 40 years ago, says it may be torn down. He has made the city an offer of the land as a site for a new municipal office building.

## NEW ORLEANS

Mrs. Edith Gee's Village, Bonita, and J. P. Serio's Century, Morganza, conventional theatres in Louisiana's grass-roots section, customarily closed during the winter, reopened. . . . Paramount Gulf Theatres transferred Henry Soderquist, former manager, Paramount, Biloxi, Miss., to the manager's post at the Paramount, Jackson, Miss. . . . Sandra Howell is the new billing clerk at United Artists, succeeding May Randazzo, resigned. . . . Joe Carlock, manager, Pittman Theatres' Pitt, Lake Charles, La., returned to his duties after a month's illness. Willard Smith, manager, nearby Fox, Sulphur, La., which is a week-end only operation, pinchhit for Carlock. . . . Kathy Vegas, secretary to Earl Perry, vice-president and general manager, Pittman Theatres, will be a June bride. . . . Louise Harper, MGM head booker, is back at work after an attack of flu. . . . The Variety Club's Sunshine Coach was used to transport children from the Cerebral Palsy Center to the Police Academy demonstration of



William Wyler recently held a high school editors' press conference at Columbia Pictures screening room in New York, where they viewed his forthcoming suspense thriller, "The Collector."

the K-9 Corps. . . . The WOMPI rummage sale netted an always welcome stack of greenbacks. . . . Fordyce Keiser, formerly with Allied Artists for 21 years, is now a special field representative for Don Kay Enterprises. He will headquarter in Memphis. . . . Ernest Sands, assistant to Charles Boasberg, Paramount's general sales manager, was in, accompanied by E. C. DeBerry, Paramount's southern sales manager. They met with exhibitors at a luncheon at Brennan's Restaurant, with branch manager William Briant and sales staff as hosts. . . . Emily Emerson, former film inspectress, retired after 47 years of service with Film Inspection Service. Mary Ancona, formerly with FIS, returned to fill the vacancy. . . . Jerry Yeoman, Film Inspection Service hello girl and billing clerk, attended the National Young Democrats committee meeting recently in Kansas City. . . . Bill Shores is the new film booker for the Eighth Naval District Motion Picture Theatres.

Drive-ins reopening were Percy Duplisse's El Rancho, Deridder, La.; C. A. Ray's Bayou, Bayou La Batre, Ala.; C. E. Martin's Auto-Vue, Lorman, Miss.; and Mrs. Fern Randall's Fern, Woodville, Miss. . . . Mrs. Christine Jackson took over the operation of the Harlem, Biloxi, Miss., from Claude Bourgeois and Associates. . . . Herb Bennin, MGM division manager, was in from Atlanta. . . . Herman Boda leased the A&G Theatre, Bay St. Louis, Miss., from Claude Bourgeois and Associates. . . . Rae Ward is the new hello girl at Gulf States Theatres home office. . . . Marvin Brewton, former city manager, Gulf States Theatres drive-in operations in Baton Rouge, has been elevated to supervisor of the circuit with headquarters in McComb, Miss.

## PHILADELPHIA

After attorneys for the owners of the Art Spruce and the Devon and the American Civil Liberties Union challenged the legality of his judging "Lust and The Flesh" beforehand, Judge Raymond Pace Alexander at a hearing to squash the warrant for the picture on obscenity charges, said, "I don't deem it proper for a member of the judiciary to see any evidence that the prosecution later intends to present in court." When county detectives arrived at the theatres to size the prints, the film had been withdrawn with another subject substituted. District Attorney James C. Crumlish, Jr., said he adopted the prior judicial viewing plan in an effort to circumvent recent Supreme Court rulings for such cinematic seizure. . . . Betty Cloak, booker's secretary at Universal, is expecting her first offspring, and will be replaced by Claire Wackley. . . . Michael and Jack Drucker announced the opening of the Bellvue Health Institute Saunas at 219 N. Broad Street which may be inspected from May 3-10.

## SAN ANTONIO

Stephen Boyd and Omar Sharif are expected to pay a visit to the city in advance of the showing of their new spectacular, "Genghis Khan," with Sharif in the title role. The film has been booked to open at the Woodlawn in mid-June. . . . Closer is the showing at the Woodlawn of the first of the two Jean Harlow biographical films, the Electronovision production, "Harlow," starring Carol Lynley, opening on May 13. . . . The first U. S. city to show the Jim Reeves film, "Kimberley Jim," was San Antonio. The premiere at the Texas was shown here



ahead of Nashville, country and western music capital of America. Mrs. Mary Reeves, the singer's widow, was in to help with final plans for the premiere showing. Tom Powers is city manager for Cinema Arts Theatres, and Richard Vaughan is manager, Texas. . . . Eric Brendler, manager, suburban Broadway, posted the closing notice on the road show engagement of "My Fair Lady," in its 24th week. Scheduled to follow is "Zorba the Greek," starring Anthony Quinn. . . . Radio station KUKA staged a free movie at the Empire. Admission was three empty five cent packages of Facs Potato chips. The screen program included "Tarzan Goes To India" and two cartoons. . . . Miss Carolyn Ann Mozisek was winner of the first prize of \$100 in the recent letter writing contest on the topic, "I like Elvis Presley in movies better than the Beatles because . . .," conducted in conjunction with the showing of Elvis Presley in "Girl Happy" at the Aztec.

## SEATTLE

The Palomar Theatre, a Seattle landmark for years, closed with a Boeing employees' "Annie Get Your Gun" on the stage. The Palomar, of the old Pantages Vaudeville Circuit fame, is being torn down to make way for a multi-level parking garage, and the 1,416-seat house will be demolished about June. . . . Benny Hannah has been transferred from booker to salesman at Paramount.

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## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

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Alex Cord, star of Columbia's "Synanon," recently visited Philadelphia on behalf of the picture and visited with veteran police official Captain Clarence J. Ferguson. Cord was "needled" verbally about his role as a "dope fiend" in the picture.



Harry Brandt, left, presents award to Felix Bilgry, and Jean Goldwurm accepts a plaque from Dan Frankel at a special luncheon at the Hotel Astor honoring Times Film executives for their dedicated efforts in behalf of a free screen.

## Para. Plans Reduction To Nine-Member Board

NEW YORK—Paramount Pictures Corporation will hold a special shareholders meeting on June 1 to vote on a company proposal to reduce the number of directors to nine from 11.

A proxy statement said the session will precede the annual meeting slated for the same day.

Two long-time directors, Y. Frank Freeman and Duncan G. Harris, wish to quit the board. On the assumption the proposal reducing the board is approved, they won't stand for reelection at the annual meeting.

In the 1964 annual report accompanying the proxy statement, Paramount said the In-

ternal Revenue Service finished its examination of the company's tax returns for 1953 through 1957, and is currently studying the 1958 through 1960 returns.

Paramount informed stockholders that it disagrees with a "substantial part" of the adjustment proposed by the IRS for 1953 through 1957. The company said it believes the proposed adjustment will be modified "when the issue is eventually resolved."

Paramount previously reported operating profit last year of \$6,599,000, or \$4.22 a share, up from \$5,908,000, or \$3.58 a share in 1963. Revenue increased to \$130,921,000 from \$116,374,000.

## Producer-Director Ray In Yugoslav Film Deal

NEW YORK—Nicholas Ray has become the first American producer-director to sign an extensive production deal with the Yugoslav film industry. Through his Emerald Films, Ltd., Ray has contracted with Avala-Pol Films of Belgrade to produce and direct three films in that country, it was announced jointly by Ray and Radoslav Drazovic, general manager of Avala-Pol Films.

The first film to be produced under the agreement will be Dylan Thomas' "The Doctor and the Devils," the only property ever written directly for the screen by the late Welsh poet. Production will begin in Belgrade in mid-August with the company journeying to Zagreb for location work. Ray plans to cast English-speaking stars.

While the remaining two films under the pact have not been determined, they will be filmed in Yugoslavia. The trio will be part of a six-picture program of independent productions which Ray is planning for filming in America and Asia as well as Yugoslavia.

Ray has commitments with Omar Sharif

and Anthony Quinn, though they will not necessarily be involved with "The Doctor and The Devils."

The film maker is currently adapting Thomas' screenplay which deals with a "medical pioneer, many years ahead of his time, who defies prejudice and convention to achieve breakthroughs in scientific and anatomical research," Ray explained.

"For more than 10 years, various film makers have tried to find a way to bring Thomas' script to the screen, but its only production was a stage adaptation presented at the Edinburgh Festival in 1962," he continued. "We have concentrated on making an adaptation which will retain the inspired poetic qualities of the original Thomas script, while bringing new cinematic qualities to it."

The Avala-Pol deal with Ray is the first contract between the Yugoslavian organization and an American film maker. Release deals on "Doctor and the Devils" and the subsequent films will be negotiated by Ray and Avala-Pol following the end of production.

## U Studio Adds Glamour

UNIVERSAL CITY, CALIF.—Construction has started at Universal City Studios on a new Glamour Complex to house the makeup, hairdressing, and wardrobe departments.

The new complex, located on the eastern edge of the front lot area, will consist of two multi-story buildings which were designed and will be constructed under the supervision of the studio architectural department

working in close consultation with the heads of the three departments involved.

The wardrobe department will occupy one building, with the makeup and hairdressing departments being quartered in the other. An outstanding feature of the makeup-hairdressing building will be a fully equipped kitchen for serving breakfast to actors and actresses having early calls.



# SERVISECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



MAY 5, 1965

SECTION TWO  
VOL. 73 NO. 15

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinemascope	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—Cinemascope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western
- FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau
- 6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made
- 6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer
- 6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau
- 6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made
- 6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad
- 6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (4-22-64)—Interesting topical drama—(Filmed abroad)
- 6542 UMBRELLAS OF CHERBOURG, THE—NOV-90m.—Catherine Deneuve—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau
- 6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

#### COMING

BIKINI PARADISE—(EC)—Janette Scott, Kelron Moore

BLOOD AND BLACK LACE—Cameron Mitchell

CITY OF FEAR—Terry Moore

ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English

FINGER ON THE TRIGGER—Rory Calhoun

HOT SPY, COLD CORPSE—Kerwin Mathews

HUMAN DUPLICATORS—George Nader

LAST MESSAGE FROM SAIGON—Burt Reynolds

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins

MARA OF THE WILDERNESS—(EC)—Adam West, Linda Saunders

MUTINY IN OUTER SPACE—William Leslie

RACING FEVER—(C)—Joe Morrison, Barbara Bigert

TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula

TICKLE ME—Elvis Presley

WE JOINED THE NAVY—Kenneth More

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 417 ATRAGON—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made
- 406 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
- 6410 CONQUERED CITY—M-91m.—David Niven, Ben Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad
- A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair exploitation entry
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- 412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
- 403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made
- 6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made; dubbed in English
- 405 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- 6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made
- 416 PAJAMA PARTY—CMU-83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd
- 6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty
- 407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
- 6419 TOMB OF LIGEIA—MD-81m.—(C)—Vincent Price, Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made
- 404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made
- 408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer

#### TO BE REVIEWED

BEACH BLANKET BINGO—(PV; C)—Frankie Avalon, Annette Funicello

GO GO MANIA—(TC)—The Beatles—English-made

HOUSE AT THE END OF THE WORLD—(C; S)—Boris Karloff

HOW TO STUFF A WILD BIKINI—(PV; C)—Annette Funicello, Dwayne Hickman, Mickey Rooney

NAVAJO RUN—Johnny Seven, Virginia Vincent

OUTLAW PLANET, THE—(TC; S)—Barry Sullivan, Susan Hart

SKI PARTY—(PV; C)—Frankie Avalon, Deborah Walley, Dwayne Hickman

SWINGERS PARADISE—(TR; C)—Cliff Richard

UNDER AGE—Anne MacAdams, Roland Royter

WAR GODS OF THE DEEP—Vincent Price, Susan Hart, Tab Hunter—English-made

WAR OF THE ZOMBIES—(C; S)—John Drew Barrymore

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

Across The River . . . . .	Misc.
Adventures Of Scaramouche . . . . .	A2 Emb
• Agony And The Ecstasy, The . . . . .	Fox
• Alphabet Murders, The . . . . .	MGM
Americanization Of Emily, The . . . . .	B MGM
• Amorous Adventure Of Moll Flanders . . . . .	Par.
Anatomy Of A Marriage . . . . .	A4 For
• And Now Miguel . . . . .	U
Andy . . . . .	A3 U
• Apache Gold . . . . .	Col.
Apache Rifles . . . . .	A1 Fox
Ape Woman, The . . . . .	A3 Emb.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



• Aphrodite, Goddess Of Love .. A2 Emb.  
 • Archangels, The ..... A2 Emb.  
 • Arizona Raiders, The ..... Col.  
 • Around the World Under the Sea ..... MGM  
 • Art Of Love ..... A4 U  
 • Atragon ..... A1 A-1  
 • Awful Dr. Orlof, The ..... For.

## B

Baby, The Rain Must Fall ..... A2 Col.  
 Back Door To Hell ..... A2 Fox  
 Banana Peel ..... For.  
 • Battle of the Bulge ..... WB  
 • Battle of Villa Florita, The ..... WB  
 Bay Of Angels ..... A3 For.  
 • Beach Blanket Bingo ..... A2 AI  
 • Beach House Party ..... Fox  
 Bedtime Story ..... A3 U  
 • Bear, The ..... A1 Emb.  
 Behold A Pale Horse ..... A2 Col.  
 Bebo's Girl ..... A3 Cont.  
 • Bedford Incident, The ..... Col.  
 Bikini Beach ..... A3 A-1  
 • Bikini Paradise ..... AA  
 Black Like Me ..... A4 Misc.  
 • Black Spurs ..... A2 Par.  
 Black Torment, The ..... For.  
 • Blindfold ..... U  
 • Blood And Black Lace ..... AA  
 Blood On The Arrow ..... A2 AA  
 • Boeing-Boeing ..... Par.  
 • Born Free ..... Col.  
 Boy Ten Feet Tall, A ..... A1 Par.  
 Brain, The ..... For.  
 • Brainstorm ..... WB  
 Bridge On The River Kwai, The—RE. .... A1 Col.  
 • Buddha ..... A3 Misc.  
 Bullet For A Badman ..... A2 U  
 • Bunny Lake Is Missing ..... Col.  
 Bus Riley's Back In Town ..... A3 U  
 Bus, The ..... Misc.

## C

• Cabriola ..... Col.  
 Caddy, The ..... A1 Par.  
 Carry On Spying ..... For.  
 Cartouche ..... A3 Emb.  
 Casablan ..... For.  
 • Casanova '70 ..... Emb.  
 Castle Of Blood ..... Misc.  
 • Cat Ballou ..... Col.  
 Cheyenne Autumn ..... A1 WB  
 • Cincinnati Kid, The ..... MGM  
 Circle of Love ..... C Cont.  
 Circus World ..... A1 Par.  
 • City In The Sea ..... AI  
 • City Of Fear ..... AA  
 Clarence The Cross-Eyed Lion... MGM  
 Cleopatra ..... B Fox  
 Code 7, Victim 5 ..... A3 Col.  
 • Collector, The ..... Col.  
 • Congo VIVO ..... Col.  
 Conquered City ..... A-1  
 Contempt ..... C Emb.  
 Cool World, The ..... A4 Misc.  
 Crack In The World ..... A2 Par.  
 • Crack Of The Whip ..... WB  
 Crazy Desire ..... B EMB  
 • Curse Of The Fly, The ..... Fox  
 Curse of the Mummy's Tomb, The ..... A2 Col.  
 Curse of The Stone Hand ..... Misc.

## D

Dear Bridgett ..... A1 Fox  
 Dear Heart ..... A3 WB  
 • Devils of Darkness ..... Fox  
 Diary Of A Bachelor ..... B AI  
 Diary of a Chambermaid, The .. B For.  
 Die, Die, My Darling ..... A3 Col.  
 • Dingaka ..... Emb.  
 Disorderly Orderly, The ..... A1 Par.  
 Distant Trumpet, A ..... A2 WB  
 • Do Not Disturb ..... Fox  
 Dr. Terror's House Of Horrors .. A2 Par.  
 • Doctor Zhivago ..... MGM  
 Dragon Sky ..... For.

## E

Earth Dies Screaming, The ..... A1 Fox  
 East Of Sudan ..... A1 Col.  
 • El Greco ..... Fox  
 Emil And The Detectives ..... A1 BV  
 • Escape By Night ..... A2 AA  
 Escape From Hell Island ..... Misc.  
 Evil Eye ..... A2 A-1

## F

Face of the Screaming Werewolf ..... Misc.  
 Face Of War, The ..... For.  
 Fall Safe ..... A2 Col.

## BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

160 **EMIL AND THE DETECTIVES**—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany  
 157 **MARY POPPINS**—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney  
 156 **MOON-SPINNERS, THE**—D-119m.—(TC)—Hayley Mills, Eli Wallach—5191 (6-24-64)—Good adventure entry  
 158 **SO DEAR TO MY HEART**—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world or selling opportunities—Reissue  
**TATTOOED POLICE HORSE, THE**—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette  
**THOSE CALLOWAYS**—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

## TO BE REVIEWED

**THAT DARN CAT**—(TC)—Hayley Mills, Dean Jones  
**MONKEY'S UNCLE, THE**—(TC)—Annette, Tommy Kirk  
**UGLY DACHSHUND, THE**—(TC)—Dean Jones, Suzanne Pleshette

## COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS

65015 **BABY, THE RAIN MUST FALL**—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots  
 65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad  
 64030 **BRIDGE ON THE RIVER KWAI, THE**—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story  
 65011 **CODE 7, VICTIM 5**—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa  
 65009 **CURSE OF THE MUMMY'S TOMB, THE**—MD—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made  
**DIE, DIE, MY DARLING**—MD-105m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made  
 65013 **EAST OF SUNDAN**—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syms—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made  
 65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience  
 65008 **FINEST HOURS, THE**—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made  
 65012 **FIRST MEN IN THE MOON**—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England  
**GENGHIS KHAN**—MD-124m.—(PV; C)—Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad  
 65001 **GOOD NEIGHBOR SAM**—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry  
 65010 **GORGON, THE**—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made  
 64021 **HEY THERE, IT'S YOGI BEAR**—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features  
 714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 65006 **LILITH**—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil  
 64020 **LONG SHIPS, THE**—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64)—Lavish and spectacular period adventure tale—European made  
**LORD JIM**—D-154m.—(Super Panavision 70; TC)—Peter O'Toole, James Mason, Curt Jurgens, Dallah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad  
 65017 **LOVE HAS MANY FACES**—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies  
**MAJOR DUNDEE**—MD-134m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film  
 65002 **NEW INTERNS, THE**—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience  
 65016 **OUTLAWS IS COMING, THE**—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade  
 65003 **RIDE THE WILD SURF**—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans  
 65014 **WORLD WITHOUT SUN**—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

## COMING

**APACHE GOLD**—(CS; C)—Lex Barker  
**ARIZONA RAIDERS, THE**—(EC)—Audie Murphy  
**BUNNY LAKE IS MISSING**—Laurence Olivier, Carol Lynley—English-made  
**BEDFORD INCIDENT, THE**—Richard Widmark, Sidney Poitier, James MacArthur  
**BORN FREE**—(PV; C)—Bill Travers, Virginia McKenna  
**CABRIOLA**—(C)—Marisol, Angel Peralta—Spanish-made  
**CAT BALLOU**—(C)—Jane Fonda, Lee Marvin, Michael Callan  
**COLLECTOR, THE**—(C)—Samatha Eggar, Terence Stamp  
**CONGO VIVO**—Jean Sebastian, Bachir Toure  
**GREAT SIOUX MASSACRE, THE**—Joseph Cotten  
**HARVEY MIDDLEMAN, FIREMAN**—(C)—Eugene Troobnick, Hermione Gingold  
**HEROES OF TELEMAR**—(PV; C)—Kirk Douglas, Richard Harris  
**KING RAT**—George Segal, Tom Courtenay, James Fox  
**LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE**—(S; C)—Japanese-Made Feature Cartoon  
**MAGIC WORLD OF TOPO GIGIO, THE**—(C)—The Italian Mouse  
**MICKEY ONE**—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
**PLAYBOY**—(C)—Tony Curtis  
**PLAY IT COOLER**—Anthony Newly, Anne Aubrey  
**SENILITA**—Anthony Franciosa, Claudia Cardinale  
**SHIP OF FOOLS**—Vivien Leigh, Jose Ferrer, Lee Marvin  
**SYNANON**—Chuck Connors, Stella Stevens, Edmond O'Brien  
**THESE ARE THE DAMMED**—Macdonald Carey, Shirley Ann Field  
**TREASURE OF SILVER LAKE**—(CS; C)—Lex Barker  
**WATCH IT, SAILOR**—Dennis Price, Marjorie Rhodes  
**WINTER A-GO-GO**—James Stacy, Jill Donohue  
**YOU MUST BE JOKING**—Michael Callan, Terry-Thomas—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

**BEBO'S GIRL**—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles  
**BLACK LIKE ME**—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose  
**CIRCLE OF LOVE**—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English  
**ORGANIZER, THE**—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles  
**SEDUCED AND ABANDONED**—CD-118m.—Sara Ural, Stefania Sandrell—5191 (7-22-64)—Good import—Italian-made; English titles  
**HIGH AND LOW**—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles  
**LOVE GODDESSES, THE**—COMP-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips  
**LUCK OF GINGER COFFEY, THE**—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada  
**MEDITERRANEAN HOLIDAY**—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue  
**RATTLE OF A SIMPLE MAN**—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made  
**SLAVE TRADE IN THE WORLD TODAY**—DOC-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

## COMING

**OMICRON**—Renato Salvatori  
**TIME OF INDIFFERENCE**—Claudia Cardinale, Shelley Winters, Rod Steiger  
**WORLD'S GREATEST SWINDLES**—International Cast



# EMBASSY

**ADVENTURES OF SCARAMOUCHE, THE**—MD-98m.—(C)—Gerard Barray, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English  
**APE WOMAN, THE**—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles  
**CARTOUCHE**—MD-115m.—(CS; C)—Jean-Paul Belmondo, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)  
**CONTEMPT**—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
**CRAZY DESIRE**—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
**HOUSE IS NOT A HOME, A**—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
**KIMBERLEY JIM**—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad  
**LET'S TALK ABOUT WOMEN**—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
**MARRIAGE ITALIAN STYLE**—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles  
**ONLY ONE NEW YORK**—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
**PASSIONATE THIEF, THE**—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
**SANTA CLAUS CONQUERS THE MARTIANS**—FAN-80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
**SECRET OF MAGIC ISLAND, THE**—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made  
**THREE PENNY OPERA**—MU-83m.—(EC)—Curt Jurgens, Hildegard Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English  
**ZULU**—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

## COMING

**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**ARCHANGELS, THE**—Roberto Bisacco, Virginia Onorato—Italian-made  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**CASANOVA**—70—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
**DINGAKA**—Stanley Baker, Juliet Prouse  
**GITI**—(WS; TC)—Jack Chaplain, Heather North  
**HELLFIRE CLUB**—Peter Cushing, Adrienne Corri  
**IL SUCCESSO**—Vittorio Gassman, Anouk Aimee  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**LITTLE NUNS, THE**—Catherine Spaak—Italian-made  
**SEASIDE SWINGERS**—Freddie And The Dreamers—English  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French

# MGM

## DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering  
427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance film for teenagers  
6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry  
408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for under-18s  
429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
6522 **GUNFIGHTERS OF CADA GRANDE**—W-92m.—(CS; MC)—Alex Nicol, Diana Lorys—5274 (4-14-65)—Big scale western lacking in names—Filmed abroad  
432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce  
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made  
6524 **JOY IN THE MORNING**—D-103m.—(PV; MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults  
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
431 **LOOKING FOR LOVE**—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
6501 **MGM'S BIG PARADE OF COMEDY**—COMP-89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia  
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford have a go at murder again—English-made  
503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
6529 **OPERATION CROSSBOW**—D-116m.—(PV; MC)—Sophia Loren, George Peppard, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war  
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219 (10-7-64)—Top cast adds interest to "search for truth" drama  
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy  
6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story  
6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English  
6526 **SHE**—MD-106m.—(CS; C)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made  
6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made  
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama  
428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
**VICE AND VIRTUE**—MD-103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English  
426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
**YELLOW ROLLS-ROYCE, THE**—122m.—(C)—Rex Harrison, Shirley MacLaine, Ingrid Bergman, Omar Sharif—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made  
6517 **YOUNG CADDIDY**—D-110m.—(PV)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England  
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Huguely, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
509 **YOUR CHEATIN' HEART**—MUD-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer  
6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

## COMING

**ALPHABET MURDERS, THE**—Tony Randall, Anita Ekberg—English-made  
**AROUND THE WORLD UNDER THE SEA**—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly  
**CINCINNATI KID, THE**—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret  
**DOCTOR ZHIVAGO**—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness  
**HAREM HOLIDAY**—(PU-MC)—Elvis Presley, Mary Ann Mobley

• Family Jewels, The ..... Par.  
Fanny Hill ..... For.  
• Fantastic Voyage ..... Fox  
Fate Is The Hunter ..... AI Fox  
Father Goose ..... AI U  
Ferry Cross The Mersey ..... AI UA  
• Finger On The Trigger ..... AA  
Finest Hours, The ..... AI Col.  
First Men In The Moon ..... AI Col.  
Flesh Eaters, The ..... Misc.  
• Flight Of The Phoenix, The ..... Fox  
Flipper's New Adventure ..... AI MGM  
Fluffy ..... AI U  
Fool Killer, The ..... AA-Landau  
For Those Who Think Young ..... A3 UA  
Fort Courageous ..... Fox  
Four Days In November ..... AI UA

## G

Genghis Khan ..... A3 Col.  
Get Yourself A College Girl ..... 8 MGM  
Girl Happy ..... 8 MGM  
Girl With Green Eyes ..... A4 For.  
• Girls On The Beach ..... 8 Par.  
• Giti ..... EMB  
• Glory Guys, The ..... UA  
• Go Go Mania ..... A-I  
Godzilla Vs The Thing ..... AI AI  
Gold For The Caesars ..... A2 MGM  
Golden Arrow, The ..... AI MGM  
Goldfinger ..... A3 UA  
Goodbye Charlie ..... A3 Fox  
Good Neighbor Sam ..... A2 Col.  
Gorgon, The ..... A2 Col.  
• Great Race, The ..... W8  
• Great Sioux Massacre, The ..... Col.  
Greatest Story Ever Told, The ..... UA  
Gulde, The ..... A3 For.  
Gunfighter At Casa Grande ..... MGM  
Guns At Batasi ..... A3 Fox  
Guns Of August ..... AI U

## H

• Hallelujah Trail, The ..... AI WB  
Hamlet ..... AI UA  
Hard Day's Night, A ..... AI UA  
• Harlem Holiday ..... MGM  
• Harlow ..... Par.  
• Harvey Middleman, Fireman ..... Col.  
• Hawaii ..... UA  
• Hellfire Club ..... A3 EMB  
Hercules In The Haunted World ..... For.  
• Hercules, Samson And Ulisses ..... AI MGM  
Hercules vs The Giant Warriors ..... For.  
• Heroes Of Telemark ..... Col.  
Hey There, It's Yogi Bear ..... AI Col.  
High And Low ..... Com.  
• High Wind In Jamaica, A ..... Fo.  
• Hill, The ..... MGM  
Honeymoon Hotel ..... 8 MGM  
Horrible Dr. Hichcock, The ..... For.  
Horror Of It All, The ..... A2 Fox  
• Hot Spy, Cold Corpse ..... AA  
• House At The End Of The World ..... A-I  
House Is Not A Home, A ..... 8 Emb.  
How To Murder Your Wife ..... A3 UA  
• How To Stuff A Wild Bikini ..... A-I  
How The West Was Won ..... AI MGM  
• Human Duplicators ..... AA  
Hush, Hush, Sweet Charlotte ..... A3 Fox  
Hysteria ..... A3 MGM

## I

• I Saw What You Did ..... A3 U  
I'D Rather Be Rich ..... A2 U  
• I'll Take Sweden ..... 8 UA  
• Il Successo ..... EMB  
• Incident At Phantom Hill, The ..... U  
In Harm's Way ..... Par.  
Inheritance, The ..... Misc.  
• Inside Daisy Clover ..... WB  
Invitation To A Gunfighter ..... A3 UA  
• Ipcress File, The ..... U  
Island Of The Blue Dolphins ..... AI U

John Goldfarb, Please Come Home ..... 8 Fox  
Joy House ..... 8 MGM  
Joy In The Morning ..... A3 MGM  
• Judith ..... Par.



## K

Killers, The	A3	U
Kimberley Jim		Emb.
King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kisses For My President	A3	WB
Kitten With A Whip	B	U

## L

Lady L		MGM
Lady In A Cage	B	Par.
Last Man On Earth, The	A2	AI
Last Message From Saigon		AA
Last Woman Of Shang, The		For.
Laterna Magika		For.
Lawrence Of Arabia	A2	Col.
Les Abysses	B	For.
Let's Talk About Women	C	Emb.
Life In Danger, A	A2	AA
Light Fantastic, The	B	Emb.
Lili-RE	A2	MGM
Lilith	A4	Col.
Liquidator, The		MGM
Little Nuns		Emb.
Little Prince And The	A4	Col.
Eight-Headed Dragon, The		Col.
Lively Set, The		U
Living Between Two Worlds	AI	Misc.
Long Ships, The	B	Col.
Longest Day, The		AI
Looking For Love	B	For.
Lord Jim	A2	Col.
Lost World Of Sinbad		A-I
Love And Kisses		U
Love A La Carte		For.
Love Goddesses	A4	Cont.
Love Has Many Faces	B	Col.
Loved One, The		MGM
Luck Of Ginger Coffey, The	A3	Cont.

## M

Mme Olga's Massage Parlor		Misc.
Madame X		U
Made In Paris		MGM
Magic World Of Topo Gigio, The		Col.
Malamondo		For.
Major Dundee	A2	Col.
Man From Button Willow, The	AI	Misc.
Man In The Dark	A3	U
Man Who Couldn't Walk, The		For.
Man Who Walked Through		For.
The Wall		For.
Mara Of The Wilderness	AI	AA
Marnie	A3	U
Marriage-Italian Style	A4	Emb.
Marriage On The Rocks		WB
Mary Poppins	AI	BY
Masque Of The Red Death	B	AI
Masquerade	A2	UA
Master Spy	AI	AA
Maya		MGM
McHale's Navy	AI	U
McHale's Navy Joins the		U
Air Force		U
Mediterranean Holiday	AI	Cont.
MGM's Big Parade Of Comedy	AI	MGM
Mickey One		Col.
Mirage		U
Mister Buddwing		MGM
Mister Moses		UA
Model Murder Case, The		For.
Moment To Moment		U
Mondo Pazzo	C	For.
Monkey's Uncle, The		BY
Money Trap, The		MGM
Moon-Spinners, The	AI	BY
Moro Witch Doctor	A2	Fox
Morituri		Fox
Murder Ahoy	AI	MGM
Murder Most Foul	AI	MGM
Mutiny In Outer Space		AA
Mutiny On The Bounty	A2	MGM
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	AI	WB
My Wife's Husband		For.

## N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
Naked Prey, The		Par.
Nanny, The		Fox
Nasty Rabbit, The		Misc.
Navajo Run		AI
Never Too Late		WB
New Interns, The	B	Col.
Night On The Iguana	A4	MGM
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
None But The Brave	A2	WB
Not on Your Life		For.
Nothing But A Man		Misc.
Nutty, Naughty Chateau	B	For.

## O

Of Human Bondage	B	MGM
Oh Dad, Poor Dad, Mama's		
Hung You In the Closet and		
I'm Feeling So Sad		Par.
Omicron		Cont.
Once A Thief		MGM
One Potato, Two Potato	A2	Misc.
One Way Pendulum		For.
Onibaba		For.
Only One New York	AI	Emb.
Operation SNFU		AI

HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
 HILL, THE—Sean Connery, Michael Redgrave  
 LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
 LADY L—(PV)—Sophia Loren, Paul Newman, David Niven  
 LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
 MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan  
 MAYA—(PV; MC)—Clint Walker, Jay North  
 MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette  
 MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer  
 ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance  
 PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec  
 PATCH OF BLUE, A—(PU)—Sidney Poitier, Shelley Winters  
 POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley  
 SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6407	BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad
R6402	CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6417	CIRCUS WORLD—D-135m.—(TC; TR)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6410	CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry
6406	DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarily for kids
6415	DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made
6418	IN HARM'S WAY—D-165m.—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences
6311	LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothorn—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6322	PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
R6408	PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)
6320	RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323	ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantey, Adam West—5174 (6-10-64)—Good science fiction entry
6405	ROUSTABOUT—CMU—101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
6324	STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
6409	SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults
6325	WALK A TIGHTROPE—MD-69m.—Dan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made
6404	WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6413	WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue
6411	YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program
R6403	YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

## COMING

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Klm Novak, Richard Johnson  
 BLACK SPURS—(TC)—Roy Calhoun, Linda Darnell, Scott Brady  
 BOEING—BOEING—Jerry Lewis, Tony Curtis  
 FAMILY JEWELS—(C)—Jerry Lewis  
 GIRLS ON THE BEACH—(TC)—Beach Boys, Lesley Gore  
 HARLOW—(PV; TC)—Carroll Baker, Peter Lawford  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 PROMISE HER ANYTHING—Warren Beatty, Leslie Caron—English-made  
 OR DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—Rosalind Russell, Robert Morse, Jonathan Winters  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 RED LINE 7000—(TC)—Gail Hirt, James 'Skip' Ward, Laura Devon  
 SANDS OF THE KALAHARI—(TC)—Stuart Whitman, Stanley Baker, Susannah York  
 SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
 SONS OF KATIE ELDER, THE—(PV; TC)—John Wayne, Dean Martin, Martha Hyer  
 SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

425	APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
430	BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
444	CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
503	DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy
424	EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made
423	FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
	FORT COURAGEOUS—MD-72m.—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer
428	GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
417	GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
422	HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made
504	HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry
429	JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
414	LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
431	MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
420	NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Alizla Gur—5219 (10-7-64)—Good action entry for program—English-made
502	PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Franciska, Carol Lynley—5242 (12-30-64)—Entertaining entry
427	RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer
426	RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action
555	SOUND OF MUSIC, THE—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
416	VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
	WAR PARTY—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay programmer—
421	WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
	ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-6-64)—Fine drama—Filmed in Greece—International Classics

## COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison



BEACH HOUSE PARTY—Frankie Randall, The Astronauts  
 CURSE OF THE FLY, THE—Brian Donlevy—English-made  
 DEVILS OF DARKNESS—(DC)—William Sylvester, Carole Gray  
 DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor  
 EL GRECO—Mel Ferrer, Rosanna Schiaffino  
 FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien, Jean DelVal  
 FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine  
 HIGH WIND IN JAMAICA, A—(CS; DC)—Anthony Quinn, Viviane Ventura  
 MORITURI—Marlon Brando, Yul Brynner, Janet Margolin  
 NANNY, THE—Bette Davis, Wendy Craig—English-made  
 OUR MAN FLINT—(CS; DC)—James Coburn, Ella Gulan, Lee J. Cobb  
 OUTLAWS OF RED RIVER, THE—George Montgomery  
 RAPTURE—(CS)—Patricia Gozzi, Melvyn Douglas  
 REWARD, THE—(CS; DC)—Max Von Sydow, Nina Castelvova, Efram Zimbalist, Jr., Yvette Mimieux  
 SPACE FLIGHT IC-1—Bill Williams—English-made  
 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Sarah Miles  
 UP FROM THE BEACH—(CS)—Cliff Robertson, Irina Demick  
 VON RYAN'S EXPRESS—(DC)—Frank Sinatra, Trevor Howard, Brad Dexter

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6502 FERRY CROSS THE MERSEY—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)  
 6410 FOR THOSE WHO THINK YOUNG—CMU-96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch  
 6422 FOUR DAYS IN NOVEMBER—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6501 GREATEST STORY EVER TOLD, THE—D-194m.—(CR; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens  
 6420 GOLDFINGER—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli  
 6414 HARD DAY'S NIGHT, A—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6503 HOW TO MURDER YOUR WIFE—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod  
 6418 INVITATION TO A GUNFIGHTER—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 6508 MASQUERADE—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65)—Entertaining comedy adventure — Filmed abroad—Novus  
 6506 MR. MOSES—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot  
 6505 SATAN BUG, THE—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-7-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa  
 6417 SECRET INVASION, THE—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made In Yugoslavia—Corman  
 6413 7TH DAWN, THE—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
 6415 SHOT IN THE DARK, A—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
 6412 633 SQUADRON—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Marla Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch  
 6419 TOPKAPI—CD-120m.—(C)—Mertina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6507 TRAIN, THE—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France  
 6416 WOMAN OF STRAW—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

### COMING

8 ARMS TO HOLD YOU—(EC)—The Beatles  
 GLORY GUYS, THE—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
 HALLELUJAH TRAIL, THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
 HAWAII—(PV; C)—Julie Andrews, Max Von Sydow  
 I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon  
 RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
 RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch  
 THUNDERBALL—Sean Connery—Bernard Lee, Lois Maxwell  
 THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris  
 VIVA MARIA—Brigitte Bardot, George Hamilton—Dancigers-Malle  
 WHAT'S NEW, PUSSYCAT?—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses  
 6417 BEDTIME STORY—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment  
 6421 BULLET FOR A BADMAN—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
 6507 BUS RILEY'S BACK IN TOWN—D-93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch  
 6501 FATHER GOOSE—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
 6513 FLUFFY—C-92m.—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences  
 6502 GUNS OF AUGUST, THE—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I  
 6423 I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6419 ISLAND OF THE BLUE DOLPHINS—D-92m.—(EC)—Cella Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade  
 6424 KILLERS, THE—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story  
 6427 KITTEN WITH A WHIP—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
 6425 LIVELY SET, THE—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6506 MAN IN THE DARK—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made  
 6418 MARNIE—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama  
 6420 McHALE'S NAVY—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
 6516 NAKED BRIGADE, THE—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Fair programmer—Filmed in Greece; partially titled  
 6503 NIGHT WALKER, THE—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles  
 6515 SECRET OF BLOOD ISLAND, THE—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made  
 6426 SEND ME NO FLOWERS—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6521 SHENANDOAH—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance  
 6428 SING AND SWING—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
 6505 STRANGE BEDFELLOWS—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast  
 6509 SWORD OF ALI BABA—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer  
 6504 TAGGART—W-95m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western  
 6508 TRUTH ABOUT SPRING, THE—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad  
 6416 WILD AND WONDERFUL—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade  
 6519 WILD SEED—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry  
 6510 WORLD OF ABBOTT AND COSTELLO, THE—COMP-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the team's films.

Operation Crossbow ..... A1 MGM  
 Organizer, The ..... A4 For.  
 • Our Man Flint ..... Fox  
 • Outlaw Planet, The ..... A-1  
 Outlaws Is Coming, The ..... A1 Col.  
 • Outlaws of Red River, The ... Fox  
 Outrage, The ..... A3 MGM  
 Over There—1914-1918 ..... For.

### P

Pajama Party ..... B A-1  
 Passionate Thief, The ..... A3 Emb.  
 • Passport To Oblivion ..... MGM  
 • Patch of Blue, A ..... MGM  
 Patsy, The ..... A1 Par.  
 Pattern For Plunder ..... For.  
 Pawnbroker, The ..... AA-Landau  
 • Playboy ..... Col.  
 • Play It Cooler ..... Col.  
 Pleasure Seekers, The ..... B Fox  
 • Postman's Knock ..... MGM  
 • Promise Her Anything ..... Par.  
 Psycho—Re. .... B Par.  
 Psychomania ..... Misc.  
 Pumpkin Eater, The ..... A4 For.

### Q

Quick, Before It Melts ..... B MGM  
 Quo Vadis—Re. .... A1 MGM

### R

• Racing Fever ..... B AA  
 • Rage To Live, A ..... A3 UA  
 Raiders From Beneath The Sea . B Fox  
 • Rapture ..... Fox  
 • Rare Breed, The ..... U  
 Rattle Of A Simple Man ..... Cont.  
 Ready For The People ..... WB  
 Red Desert ..... A4 Foir.  
 Red Lanterns ..... For.  
 • Red Line 7000 ..... Par.  
 • Return From The Ashes ..... UA  
 • Reward, The ..... Fox  
 Ride The Wild Surf ..... A1 Col.  
 Ring of Treason ..... A2 Par.  
 Rio Conchos ..... A3 Fox  
 Robin And The 7 Hoods ..... A2 WB  
 Robinson Crusoe On Mars ..... A1 Par.  
 Rounders, The ..... A3 MGM  
 Roustabout ..... A2 Par.

### S

Sampson vs The Giant King .... For.  
 Sandokan, The Great ..... MGM  
 • Sandpiper, The ..... MGM  
 • Sands of The Kalahari ..... Par.  
 Santa Claus Conquers The Martians ..... A1 Emb.  
 Satan Bug, The ..... A2 UA  
 Seance On A Wet Afternoon .. A2 For.  
 • Seaside Swingers ..... Emb.  
 Secret Door, The ..... A2 AA  
 Secret Invasion, The ..... A2 UA  
 Secret Of Blood Island ..... U  
 Secret Of Magic Island ..... A1 Emb.  
 • Secret Of My Success, The ..... MGM  
 Seduced And Abandoned ..... A3 For.  
 Send Me No Flowers ..... A2 U  
 • Senilita ..... Col.  
 7 Dwarfs To The Rescue, The ... For.  
 Seven Surprises ..... For.  
 • Seven Women ..... MGM  
 Seventh Dawn, The ..... B UA  
 Sex And The Single Girl ..... B WB  
 She ..... MGM  
 Shenandoah ..... U  
 • Ship Of Fools ..... A3 Col.  
 Shot In The Dark, A ..... B UA  
 Signpost To Murder ..... A3 MGM  
 Sing And Swing ..... A2 U  
 • Situation Hopeless But Not Serious ..... Par.  
 633 Squadron ..... A2 UA  
 • Ski Party ..... A1  
 Slave Trade In The World Today A3 Cont.  
 So Dear To My Heart—Re ..... A1 BV  
 • Son Of A Gunfighter ..... MGM  
 • Sons Of Katie Elder, The ..... Par.  
 Sound Of Music, The ..... Fox  
 • Space Flight IC-1 ..... Fox  
 • Spy Who Came In From The Cold, The ..... Par.  
 Stage To Thunder Rock ..... A2 Par.  
 Station Six Sahara ..... B AA  
 Stop Train 349 ..... A2 AA  
 Strange Bedfellows ..... A3 U  
 Sweet And Sour ..... For.  
 Swingin' Summer, A ..... Misc.  
 Sword of Ali Baba, The ..... A1 U  
 Sword Of El Cid, The ..... For.  
 Sylvia ..... B Par.  
 • Synanon ..... A3 Col.



## T

Taboos of the World .....	A4	AI
•Tatty And The Jungle Hunter ...	AI	AA
Taggart .....	A2	U
T-A-M-I Show, The .....		Misc.
Tattooed Police Horse, The .....	AI	BV
Taxi for Torbuk .....		For.
Terrace, The .....	C	For.
Thank Heaven For Small Favors		For.
•That Darn Cat .....		BV
•That Funny Feeling .....		U
•These Are The Damned .....		Col.
•Thing at the Door, The .....		WB
3 Nuts In Search Of A Bolt ...		Misc.
Three Penny Opera .....	A3	Emb.
•Third Day, The .....		WB
36 Hours .....	A2	MGM
Those Calloways .....	AI	BV
•Those Magnificent Men In Their		
Flying Machines .....		Fox
•Thousand Clowns, A .....		UA
•Thunderball .....		UA
•Tickle Me .....		AA
•Tiko And The Shark .....		MGM
•Time Of Indifference .....		Cont.
Time Travelers, The .....	B	A-I
Tomb Of Ligeia .....		A-I
Topkapi .....	A3	UA
Train, The .....	AI	UA
•Treasure Of Silver Lake .....		Col.
Truth About Spring, The .....	AI	U
Two On A Guillotine .....	A3	WB

## U

•Ugly Dachshund, The .....		BV
Umbrellas Of Cherbourg, The ..	A3	AA-Landau
•Under Age .....	B	AI
Unearthly Stranger .....	AI	A-I
Unsinkable Molly Brown, The ...	A2	MGM
•Up From The Beach .....		Fox

## V

•Very Special Favor, A .....		U
Vice And Virtue .....	B	MGM
Visit, The .....	A4	Fox
Viva Las Vegas .....	B	MGM
•Viva Maria .....		UA
•Von Ryan's Express .....	AI	Fox
Voyage To The End Of		
The Universe .....	AI	A-I

## W

Walk A Tightrope .....	A2	Par.
Walls Of Hell, The .....	A2	Misc.
•War Lord, The .....		U
•War Lords Of The Deep .....		A-I
•War of the Zombies .....		AI
•War Party .....	AI	Fox
•Watch It, Sailor .....		Col.
•We Joined The Navy .....		AA
•What's New, Pussycat .....		UA
Where Love Has Gone .....	A3	Par.
White Voices .....		For.
Why Bother To Knock? .....	B	For.
Wild And Wonderful .....	AI	U
Wild Seed .....	A3	U
•Winter A-Go-Go .....		Col.
Witchcraft .....	A2	Fox
Woman In The Dunes .....	C	For.
Woman Is A Woman, A .....		For.
Women Of Straw .....	A3	UA
•Woman Who Wouldn't Die, The	A3	WB
•Wonderful Life .....		A-I
World of Abbott & Costello, The		U
World of Suzie Wong, The—RE.		Par.
World Without Sun .....	AI	C. st.
•World's Greatest Swindles ....		Cont.

## Y

Yellow Rolls, Royce, The .....	A4	MGM
Yolanta .....		For.
•You Must Be Joking .....		Col.
•Young Girls Of Good Family ...		Emb.
Youngblood Hawke .....	A3	WB
Young Cassidy .....		MGM
Young Dillinger .....	B	AA
Young Fury .....		Par.
Young Lovers, The .....	A3	MGM
Your Cheatin' Heart .....	A2	MGM
Your'e Never Too Young—Re. ...	A2	Par.

## Z

Zebra In The Kitchen .....		MGM
Zorba, The Greek .....	A4	Fox
Zulu .....	A3	Emb.

## COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara  
 ART OF LOVE, THE—(TC)—James Garner, Elke Sommer  
 BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale  
 I SAW WHAT YOU DID—Joan Crawford, John Ireland  
 INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane  
 IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made  
 LOVE AND KISSES—(TC) Rick Nelson, Jack Kelly, Kristin Nelson  
 MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban  
 McHALE'S NAVY JOINS THE AIR FORCE—(TC)—Tim Conway, Joe Flynn  
 MIRAGE—Gregory Peck, Diane Baker  
 MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman  
 RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara  
 THAT FUNNY FEELING—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor  
 VERY SPECIAL FAVOR, A—(TC)—Rock Hudson, Leslie Caron  
 WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 480 CHEYENNE AUTUMN—AD-158m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry  
 455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining  
 363 DISTANT TRUMPET, A—W-117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies  
 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top  
 457 NONE BUT THE BRAVE—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale  
 MY BLOOD RUNS COLD—MD-104m.—(PV)—Troy Donahue, Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters  
 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler  
 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please  
 454 SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs  
 456 TWO ON A GUILLOTINE—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller  
 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

## COMING

BATTLE OF THE BULGE—(Cinerama; TC)—Henry Fonda, Robert Shaw  
 BATTLE OF VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara  
 BRAINSTORM—(PV)—Jeff Hunter, Anno Francis, Dana Andrews  
 CRACK OF THE WHIP—(C)—Clint Walker  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer  
 MARRIAGE ON THE ROCKS—(TC, PV)—Frank Sinatra, Deborah Kerr, Dean Martin, Ann-Margaret  
 NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens  
 THING AT THE DOOR, THE—Troy Donohue  
 THIRD DAY, THE—(PV)—George Peppard, Elizabeth Ashley  
 WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made

## MISCELLANEOUS

ACROSS THE RIVER—D-85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V  
 CURSE OF THE STONE HAND—MD-72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures  
 ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International  
 FACE OF THE SCREAMING WEREWOLF—MD-60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 INHERITANCE, THE—DOC-60m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer  
 KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire  
 MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts  
 MME. OLGA'S MASSAGE PARLOR—MD-70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.  
 NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.—5243 (12-30-64)—Childish entertainment—Fairway International  
 NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac  
 NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V  
 ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V  
 T-A-M-I SHOW, THE—MUNOV-113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.  
 SWINGIN' SUMMER, A—MU-80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts  
 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made In Philippines—Hemisphere



FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ANATOMY OF A MARRIAGE (MY DAYS WITH JEAN MAC)—96m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art house patrons—French-made; English titles—Janus

ANATOMY OF A MARRIAGE (MY NIGHTS WITH FRANCOISE)—97m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art houses—French-made; English titles—Janus

BAY OF ANGELS—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intriguing import for art spots—French-made; English titles—Pathe Contemporary

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-3-65)—Entertaining import—French-made; English titles—Pathe Contemporary

BLACK TORMENT, THE—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor

BRAIN, THE—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARRY ON SPYING—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapsticking still good comedy—English-made—Governor

CASABLAN—D—63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

DIARY OF A CHAMBERMAID, THE—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics

DRAGON SKY—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed In Cambodia; English titles—Lopert

FACE OF WAR, THE—DOC-105m.—Narrated by Bryant Haliday—5243 (12-30-64)—Potent anti-war preachment—Swedish-Japanese made; spoken In English—Janus

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279—(4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed In Ireland)—Lopert

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES IN THE HAUNTED WORLD—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.

LAST WOMAN OF SHANG, THE—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

LATERNA MAGIKA—NOV.-119m.—(Partly In color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslovakia—Richard Fleischer

LES ABYSSES—D-90m.—Francine Berge, Colette Berge—5234 (12-3-64)—Off-beat drama could draw among arty set—French-made English titles—Kanawha

MALAMONDO—COMP.-79m.—(EC)—Produced by Goffredo Lombardo—5234 (12-3-64)—Repelling Import—Itallan-made—Magna

MAN WHO COULDN'T WALK, THE—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MAN WHO WALKED THROUGH THE WALL—C-99m.—Heinz kuehmann, Nicole Courcel—5235 (12-3-64)—Cute comedy inport—German-made; English titles; Shown Int.

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery import—English-made—Cinema V

MONDO PAZZO—DOC-94m.—(C)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane"—Filmed In various parts of the world—English narration—Rizzoli Films

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegenation romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing Import—French-made; English titles—Lopert

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-3-65)—Fair Import on the wacky side—English-made—Lopert

ONIBABA—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

NUTTY, NAUGHTY CHATEAU—C—102m.—(TC)—Curt Jurgens, Monica Vitti, Jean-Louis Trintignant—5232 (11-18-64)—Weird import shoots for laughs—French-made; English titles—Lopert

PATTERN FOR PLUNDER—MD-84m.—Keenan Wynn, Mal Zetterling—5235 (12-3-64)—Well made espionage entry holds Interest—English-made—Herts-Lion Int.

PUMPKIN EATER, THE—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—Engllsh-made—Royal Films Int.

RED DESERT—D-116m.—(TC)—Monlca Vitti, Richard Harris—5255 (2-17-65)—Arty import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times

SEANCE ON A WET AFTERNOON—D-115m.—Klm Stanley, Richard Attenborough—5235 (12-3-64)—Quallty art Import—Eng-lish-made—Artlzo

SEVEN SURPRISES—COMP-77m.—(Partly color)—Produced by Harvey Chertok—5235 (12-3-64)—Mixture of shorts for art spots—Canadian made—Quartet Int.

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary

SWORD OF EL CID, THE—86m.—(Supercinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC

TAXI FOR TOBRUK—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay program-mer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

TERRACE, THE—D-90m.—Graciela Borges, Leonardo Favlo—5243 (12-30-64)—Bored youngsters at play is mlldly entertaining—Filmed In South America; English titles—Royal Films Int.

THANK HEAVEN FOR SMALL FAVORS—C—84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics

WHY BOTHER TO KNOCK—C-88-m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken In English—Seven Arts

WOMAN IN THE DUNES—D-123m.—Eiji Okada, Kyoho Kishida—5236 (12-3-64)—Intrigulng Import—Japanese-made; English titles—Pathe Contemporary

WOMAN IS A WOMAN, A—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karlna—5248 (1-20-65)—Weird Import for special spots—French-made; English titles—Pathe Contemporary

YOLANTA—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

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- 097 Goliath II
- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa
- 7445 (May) Wonderful New York
- 7446 (July) Wonderful Beaulieu

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ranson
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'
- 7708 (May) A Fallible Fable
- 7709 (June) Sheep Steelers Anonymous
- 7710 (July) Wolf In Sheep Dog's Clothing

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard
- 7757 (May) Bwana Magoo
- 7758 (July) Matador Magoo

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7607 (Jan.) Rooty Toot, Toot
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go
- 7613 (May) Gerald McBoing Boing
- 7614 (June) Bon Bon Parade
- 7615 (July) Madeline

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### WORLD OF SPORTS

- 7801 (June) Hunting Unlimited (Color)
- 7802 (Aug.) Rassin Rampage

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flagpole Jitters
- 7404 (Jan.) For Crimin Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff
- 7407 (May) Scheming Schemers
- 7408 (July) Commotion In The Ocean

## COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wife Decoy
- 7436 (June) Pardon My Terror

## ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry VonZell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)
- 7426 (May) Meet Mr. Mischief

## SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse
- 7160 (July) Gunfighters Of The Northwest

## Metro-Goldwyn-Mayer

### TOM AND JERRY NEW COLOR CARTOONS

- 4575 Penthouse Mouse
- 4576 Much Ado About Mousing
- 4577 Snowbody Loves Me
- 4578 Cat Above and The Mouse Below
- 4579 Unshrinkable Jerry Mouse
- 4580 Tom-ic Energy

### GOLD MEDAL REPRINTS IN METROCOLOR

- 6661-W Old Rockin' Chair Tom
- 6662-W Lucky Ducky
- 6663-W Professor Tom
- 6664-W Cat That Hated People
- 6665-W Mouse Cleaning
- 6666-W Goggle Fishing Bear
- 6667-W Design On Jerry
- 6668-W First Bad Man
- 6669-W Smarty Cat
- 6670-W Deputy Droopy
- 6671-W Pecos Pest
- 6672-W Cell Bound

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along
- T22-2 Isles Of The Sun
- T22-3 Melody For Machines
- T22-4 The World Starts Next Door
- T22-5 Beauties Of Scandinavia
- T23-1 Fascinating Finland
- T23-2 Mayflower, U.S.A.
- T23-3 Commuting For Adventure

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quiz Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Badtime Story
- M23-3 Pig's Feet
- M23-4 Sour Gripes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'ral
- C22-5 Keeping Up With Krazy
- C22-6 Mouse Blanche
- C23-1 Panhandling On Madison Avenue
- C-23-2 Fizzicle Fizzle
- C23-3 Salling Zero
- C23-4 Fix That Clock
- C23-5 A Friend In Tweed
- C23-6 The Once Over
- C23-7 Service With A Smile
- C23-8 Call Me A Taxi
- C23-9 Highway Slobbery

### SPECIAL

- B23-1 Jamboree At Marathon
- B23-2 Wyoming Snapshot

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers

- D23-3 Speed On Ice
- D23-4 Best In Show
- D23-5 On The Bounce

## 20th Century-Fox

### TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5401 (Jan.) Roc-A-Bye Sinbad
- 5402 (Feb.) The Red Tarcot
- 5403 (Mar.) Brother From Outer Space
- 5405 (Apr.) King Rounder
- 5406 (May) Short Term Sheriff
- 5407 (June) The Kissor Plant
- 5411 (July) Adventure By The Sea
- 5408 (Aug.) Oil Thru The Day
- 5409 (Sept.) Outer Galaxy Gazette
- 5410 (Oct.) The Gold Dust Bandit
- 5404 (Nov.) Search For Misery
- 5412 (Dec.) Molecular Mixup

## United Artists

### PINK PANTHER COLOR CARTOONS

- 6551 (Dec.) Pink Phink
- 6552 (Feb.) Pink Pajamas
- 6553 (Mar.) We Give Pink Stamps
- 6554 Dial 'P' for Pink
- 6555 Sink Pink

### SPECIALS

- 6480 Chagall (3 reels)
- 6470 Beatles Come To Town
- 6471 This Is Jordan (3 reels)
- 6472 Dave Clark Five

## Universal

### TWO REEL SUPER SPECIALS

- 4501 (Jan.) Bigtown Village
- 4502 (Mar.) Casey At The Met(s)

### SPECIALS

- 4504 (Dec.) Football Highlights Of 1964
- 4505 (Feb.) Yesterday's Big Story

### COLOR ADVENTURES (One Reel)

- 4571 (Jan.) Keep America Singing
- 4572 (Feb.) Flying Fisherman
- 4573 (Mar.) Peewee Leaguers
- 4574 (Apr.) The Great River
- 4575 (May) Aquacapers

### WALTER LANTZ COLOR CARTUNES

- 4511 (Jan.) Three Little Woodpeckers (WW)
- 4512 (Jan.) Case Of The Elephant's Trunk
- 4513 (Feb.) Woodpecker Wanted (WW)
- 4514 (Feb.) Fractured Friendship
- 4515 (Mar.) Birds Of A Feather (WW)
- 4516 (Mar.) Guest Who?
- 4517 (Apr.) Canned Dog Feud (WW)
- 4518 (Apr.) Half Baked Alaska
- 4519 (May) Janie Get Your Gun (WW)
- 4520 (May) Davey Cricket
- 4521 (June) Slox Me (WW)
- 4522 (June) Pesty Guest
- 4523 (July) What's Peckin' (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 3701 (Oct.) Panchos Hideaway
- 3702 (Dec.) Road To Andalay
- 3703 (Jan.) It's Nice To Have A Mouse Around The House
- 3704 (Jan.) Cats And Bruises
- 3705 (Feb.) The Wild Chase
- 3706 (Mar.) Moby Duck
- 3707 (Apr.) Assault and Peppered
- 3708 (May) Well Worn Daffy
- 3709 (June) Corn on the Cop

### BUGS BUNNY SPECIALS

- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol
- 2723 (Mar.) Dr. Devil And Mr. Hare
- 2724 (July) False Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 3301 (Sept.) Helr Conditioned
- 3302 (Sept.) Broom Stick Bunny
- 3303 (Oct.) Rocket By Baby
- 3304 (Nov.) Tree Cornered Tweety
- 3305 (Dec.) Heaven Scent
- 3306 (Jan.) Rabbitson Crusoe
- 3307 (Jan.) Too Hop To Handle
- 3308 (Mar.) Zoom And Bored
- 3309 (Apr.) The Hole Idea
- 3310 (May) Napoleon Bunny-Part
- 3311 (June) By Word of Mouse

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR)

### TWO-REELERS

- 3001 (Sept.) Where Winter Is King
- 3202 (Apr.) Gone Fishin'

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

- 3501 (Nov.) Riviera Revelries
- 3502 (Feb.) Football Royal
- 3503 (Mar.) Rodeo Roundup
- 3504 (May) Art of Archery
- 3505 (June) Cowboy's Holiday



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500 CAR DRIVE-IN near Hazleton, 15 acres—room for expansion. BOX 284, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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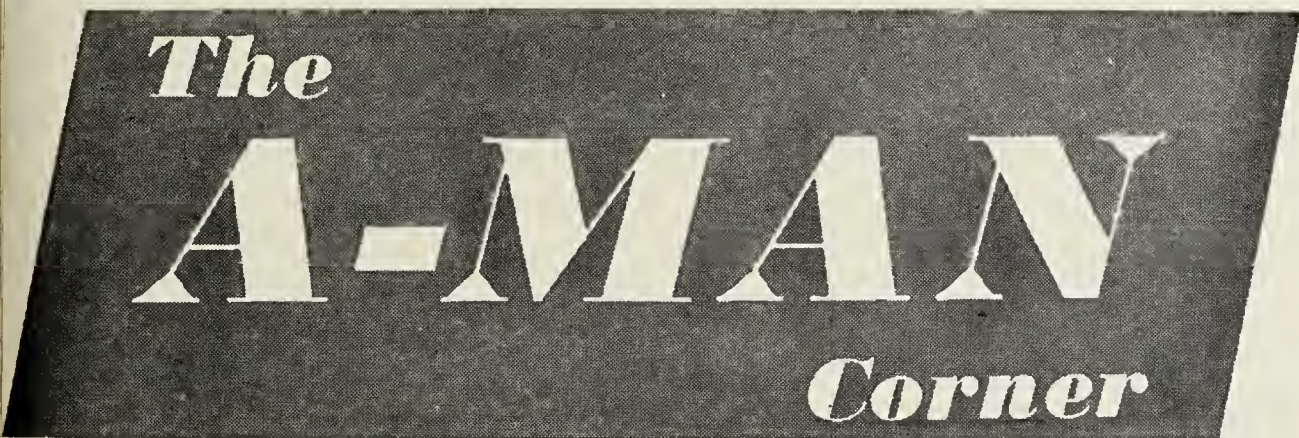
WANTED: Theatres for rent or buy where Latin-American pictures can play. Texas preferred. All letters personally answered. CELESTINO LUNA, BOX 508, Crystal City, Texas.

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COMPLETE THEATRE and booth equipment available. Simplex projectors and sound system; seating; miscellaneous equipment. KENNETT FIRE COMPANY, Kennett Square, Pa. Phone (215) 444-3915.

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Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Manager for conventional theatre located in Connecticut. Independent circuit operation. Give background and qualifications, BOX A55, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS WANTED: Two bright, aggressive, experienced men for newly opened suburban shopping center theatres, Long Island. Resume to BOX A421, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 20 years experience, good references, now available for indoor situation. Can handle full operation, including advertising, etc. BOX A428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Theatre manager for Phila. exchange territory deluxe, suburban, first run. Phila. area man preferred. Starting \$125. week or more depending on experience, qualifications. References required. BOX B428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

SHOWMAN, 45, 30 years experience. Single, college grad. Cineroma, Roxy, stage, film company, theatre; advertising, publicity, exploitation, management, booking. Will relocate. Excellent references. MU 5-1570, Ext. 614, Baltimore, Md. or BOX C423, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Position as manager trainee or assistant manager. Prefer indoor first run house. Family or art type theatre. Seeking full time employment. BOX C55, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

I'LL WORK MY ADS OFF for \$3.95 hour—not unreasonable for 1965. Fully experienced. Raring to go-go-go. Anyone willing to pay fair wages for a good worker? BOX B55, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS or assistants wanted for new theatres opening in Detroit operated by General Cinema Corp. Write resume of past experience. Reply to R. KLINE, CINEMA I & II, Eight Mile at Schoenherr, Warren, Mich. (55)

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WANTED: Theatre manager for new deluxe indoor house Tidewater, Va. Send résumé. GORDON THEATRES, Palace Theatre, Newport News, Va. (428)

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# A Letter from the *PRESIDENT* of NATIONAL SCREEN SERVICE CORPORATION

## NATIONAL SCREEN SERVICE CORPORATION



OFFICE OF  
Burton E. Robbins  
President

NATIONAL SCREEN SERVICE CORPORATION 1600 BROADWAY, NEW YORK, N. Y. 10019 / CIRCLE 6-5700

April 8, 1965

Dear Mr. Exhibitor:

In every business there has been a continuous upward spiral of pricing over the years. Perhaps the only exception in any industry in the entire nation has been National Screen, which for twenty years held to the old line of prices for STANDARD ACCESSORIES as a general policy. In the last three years, there has been a 10% general increase in our pricing - which, considering the inflationary rise of printing, paper, labor and service over a twenty year period, was insignificant; namely, an average of 1/2 of 1% increase per year. Since costs have increased a minimum of 150% over this period of time, the Company's absorption of virtually this entire increase has brought us to the present predicament in which our very existence is in the balance.

In view of the candor and forthrightness which has always existed between us and you, I will reveal the fact that last year we suffered a loss of close to \$500,000 in the manufacture and distribution of STANDARD ACCESSORIES.

In order to preserve our Company, which I am sure all elements in the industry agree has rendered a constructive, efficient and economical service, it becomes necessary to increase the prices of our STANDARD ACCESSORIES to that, which judged by today's market, are modest, but will bear realistic relationship to cost and permit our continuance and our service to you.

Accordingly, we are enclosing our rate card which sets forth our new prices for STANDARD ACCESSORIES. These new rates will be reflected in all invoices rendered on and after week beginning May 2, 1965, irrespective of the playdates of the motion pictures to which any such STANDARD ACCESSORIES relate.

Our Company has demonstrated over a period of almost half a century its good will towards its customers, not by lip service, but by performance. We have always been sensitive to exhibitors' problems and endeavored to accommodate ourselves to them. You have showered us through the years with many evidences of your good will.

We do not take the present step lightly. Economic necessity compels it. We appeal to you for your understanding and cooperation in this moment of crisis in our enterprise.

Cordially,

*Burton E. Robbins*  
Burton E. Robbins

### STANDARD ACCESSORIES RATE CARD

EFFECTIVE May 2nd, 1965

ITEM	*RENTAL PRICE	**LEASE PRICE	ITEM	*RENTAL PRICE	**LEASE PRICE	ITEM	*RENTAL PRICE	**LEASE PRICE
1 SHEET	x	\$ .35 each	8 x 10 STILLS			DOOR PANELS		
3 SHEET	x	1.05 each	BLACK & WHITE	.20 each	.30 each	SET OF 2	x	4.00
6 SHEET	x	2.10 each	LITHO PRINT	.25 each	.35 each	SET OF 4	x	7.50
24 SHEET	x	8.40 each	COLOR GLOSS	.30 each	.40 each	SET OF 6	x	10.75
WINDOW CARDS	x	.18 each	11 x 14	\$1.15 per set	2.90 per set	*Lease rates will be charged for rental items not returned within 7 days following play date. **Items purchased on LEASE basis are NOT RETURNABLE for credit.		
MATS	x	.30 per column	22 x 28	.60 each	1.50 each			
SPECIAL MAT	x	.75 each	14 x 36	.60 each	1.50 each			
\$2.00 Minimum charge								



# MOTION PICTURE EXHIBITOR

MAY 12, 1965

Volume 73

Number 16

IN THREE SECTIONS • THIS IS SECTION ONE



*"Still blind to it all?"*

## Para. Joins War On Blind Bidding

(See Page 6)

## Armstrong Seeks Code Of Ethics

(See Page 10)

**MANAGEMENT BY CRISIS . . .** see editorial—page 4



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BEFORE YOU SAY IT ISN'T TRUE... SEE

# Dingaka

Joseph E. Levine presents  
Stanley Baker Juliet Prowse  
"Dingaka" with Siegfried Mynhardt Ken Gampu  
Directed, produced and written by Jamie Uys  
A Jamie Uys film production An Embassy Pictures release

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in COLOR

Dingaka

# Dingaka

STANLEY BAKER  
JULIET PROWSE

Siegfried Mynhardt Ken Gampu  
Directed, produced & written by  
JAMIE UYS

BEFORE YOU SAY IT ISN'T TRUE... SEE

# Dingaka

An Embassy Pictures release

in Color

with on-the-spot reinforcement  
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Volume 73 • No. 16

May 12, 1965

OUR 47th YEAR

## BOASBERG—MAN OF HIS WORD

QUITE SOME TIME AGO, Charles Boasberg, personable and capable vice-president in charge of sales for Paramount Pictures, made industry headlines by agreeing with exhibitors that blind bidding was a definite evil.

Unfortunately, he pointed out, the competitive situation was such that Paramount could not abandon the practice at that time without injuring the company's position. If others could be convinced to abandon blind bidding, he said, exhibitors could be assured that Paramount would do so also.

Last week, Boasberg proved himself to be a man of his word. Immediately on the heels of Jim Velde's statement that UA would try to operate without blind bids, the Paramount executive took a similar step.

All Paramount features for release from Jan. 1 to May 26, 1966, will be shown to the trade before bids are asked. Boasberg joins Velde in pointing out that this noble experiment can only be successful if their companies are not punished for trying to act in a fair manner. If preferred playing time is preempted by other companies and if exhibitors can't show the restraint necessary to wait to see Paramount and UA pic-

tures, then blind bidding will return more ferociously than ever.

We can't urge strongly enough that exhibitors cooperate in every way possible with UA and Paramount in the months ahead. They have taken steps to alleviate a situation that exhibitors have been protesting for a long time.

We see where National Allied president Jack Armstrong is of the opinion that Velde and Boasberg will be disappointed in their hope that distributors and exhibitors alike will voluntarily relinquish an opportunity to get the edge on a competitor. The problem can only be solved, Armstrong says, if the industry adopts a code of ethics as far as business practices are concerned.

Mr. Armstrong may be right, although we don't like to think that the business is as grasping and cut-throat as all that. In any case, we do agree with him that a code of ethics for the industry would be a step in the right direction.

UA and Paramount have taken two large steps toward business sanity. The entire industry should keep moving in that direction. What distributor will be next?

## MANAGEMENT BY CRISIS

JUSTICE DELAYED IS JUSTICE DENIED. This editorial may be considered a public notice to the Department of Justice, which has shown itself to be both deaf and blind when it comes to exhibitor complaints about abuses in the selling of films.

MOTION PICTURE EXHIBITOR is prepared to prove that there has been double-dealing in at least one case of competitive bidding.

We have no desire to give the impression that all bidding is crooked, although it would be naive to say that this is the only case on record of a fixed bid. Exhibitors in just about every bidding situation know that there are skeletons in most of these business closets, or why keep the successful bid a deep, dark secret?

The situation we are referring to involves a top film which was sold to an art type house by a major distributor, defining dates, co-op ads, length of playing time, etc. The next morning, the exhibitor was told that he had lost the picture. Instead, the sales executive (recently upped in his job) approached another exhibitor with whom he was on friendly terms and told him he could have the picture for a \$10,000 guarantee for four weeks.

Since this second theatreman was not completely out of his mind, he refused the ridiculous deal, whereupon our very busy distributor finally sold the film to still a third theatreman for a four-week playdate *without a guarantee*. Now this is the information that was made available.

Well, the picture finally opened in the theatre of exhibitor No. 3 and was about to be taken off after two weeks in favor of a double feature. This was not permitted at the last moment.

Again, we ask the Department of Justice: Can this be what you consider fair business methods? Doesn't such a situation make a mockery of bidding altogether? Why not open bids for all to see as is done in other industries? Why does it seem that federal agencies maintain one attitude for the motion picture industry and another for the rest of business?

Certainly, if chaotic conditions like the one described above are allowed to continue, the only help theatremen will be getting is help to go out of business.

MOTION PICTURE EXHIBITOR is prepared to back up everything printed above with solid evidence. Is the Department of Justice prepared to act on that evidence? We would be surprised if they are, and so would other exhibitors.

## TO 31 WHO CARED

IN THE APRIL 28 ISSUE, we suggested that exhibitors send us a plain post card, without signature or theatre name, carrying information on the age breakdown of persons attending movie theatres. We asked for a typical week's breakdown of children and adults in attendance, to be used for statistical purposes.

"Don't let George do it," we said. It's for the benefit of all exhibitors. Would you like to know how deeply exhibitors are

concerned about this business? Only 31 replies were received.

It would appear that 20th-Fox's Seymour Poe knew what he was talking about when he rapped those exhibitors who are content to act as landlords, answer telephones, and ask for adjustments.

To the 31 who cared, thanks for your support. To the thousands of others, wake up before it's too late.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Gold Bands

Clive Sutton, advertising director, Columbia Pictures, London, will marry Norma Whitworth, tv publicity assistant, United Artists Corporation, on June 18.

### Obituaries

Mrs. George Skouras, 67, international chairman of Boys Town of Italy, died at her Sherry-Netherland Hotel apartment, New York. She was the widow of George P. Skouras. She is survived by two daughters, a sister, two brothers, and two grandsons.

John Waters, 72, died at the Motion Picture County Home, Hollywood, Cal. He worked as a second unit director for 21 years, mostly at MGM and Universal. During World War II, he was a director with U.S. Army Signal Corps. He is survived by his wife.

### Ill. Allied Elects

CHICAGO—Allied Theatres of Illinois held its 35th annual membership meeting and election of officers and directors. Jack Armstrong, president of National Allied, was guest speaker at a luncheon meeting attended by the membership.

Newly elected officers of the organization are Jack Clark, president; Mayer Stern, first vice-president; Richard Balaban, second vice-president; Bruce Trinz, secretary; Ronald Kuhlman, treasurer; and Sam Meyers, board chairman. Members of the board include all the officers plus Bill Charuhas, Morton Fink, Carl Funk, Carl Goodman, Donald Knapp, Howard Lambert, Robert Langdon, Milt Levy, Robert Lubliner, Stanley Pratt, Art Spirou, and Bene Stein.

### Film "Language" Of Youth

DETROIT—William M. McCutchen, associate in the Motion Picture Association of America community relations department, addressed the Greater Detroit Motion Picture Council at their annual spring luncheon.

In his discussion titled "This Language Called Film," McCutchen cited the growing interest in motion pictures among young people when he said, "Today's motion picture, however, is not a medium produced for the adult alone. As the number of college film societies increase, as the response to high school and college film courses grows more enthusiastic, and as statistics on the age-level of today's moviegoer readily show, the motion picture is a most important ingredient in the life of our young people as well. As a matter of fact, the younger generations seem to have adopted this medium of expression as their very own. Whether it be in Detroit or Damascus, today's young adults are mastering the vocabulary of film and fast making it their language of the Twentieth Century."

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., MAY 10

## Variety Raises Record \$8,830,000 For Children

SAN FRANCISCO—James Carreras, international chief barker of Variety Clubs International, announced that the organization raised a record sum of \$8,830,000 in 1964. This represents an increase of more than \$2,500,000 over last year and constitutes an all time record.

Carreras stated that the increase was likely to be exceeded in the current year. He emphasized the growing activity of all tents within the movement with a vastly increased interest displayed by United States motion picture and television companies.

It is estimated that more than 2,000,000 children throughout the world benefited from Variety Club activities last year.

### Warners Income Up

NEW YORK—Warner Bros. Pictures, Inc., reports for the six months ended Feb. 27, consolidated net income of \$2,683,000, representing 55 cents per share on the 4,850,052 shares of common stock outstanding at that date. For the corresponding period last year, the company reported a net loss of \$141,000.

Film rental income amounted to \$26,318,000; television income \$10,699,000; record, music and other income \$10,835,000; dividends from foreign subsidiaries not consolidated were \$15,000; and profit from sales of capital assets was \$487,000 for the six months, as compared with \$18,396,000, \$10,992,000, \$8,009,000, \$131,000, and \$4,000, respectively, for the six months last year.

Net current assets at Feb. 27, were \$45,313,000 and debt due after one year was \$6,656,000, compared with \$51,299,000 and \$7,790,000, respectively, last year.

### "Do Unto Others ..."

NEW YORK—That ad for "Harlow" in the May 10 issue of the New York Times is for the black-and-white Electronovision quickie being distributed by Magna. However, as it is presented, it can only mislead the public. We have no desire to take sides in the unfortunate controversy over the two "Harlow" productions, but it seems to us that this ad is an example of hitting below the belt.

At least, let the films be identified in ads so that the public knows which one is being sold. We are told, "Do unto others as you would have them do unto you." All of us hope to be in the motion picture business for a long time. The Electronovision ad is more fitting for a fly-by-night operation than for a proud business that needs and deserves public support and respect.

JAY EMANUEL



## BROADWAY GROSSES

### Roadshows Show Legs

NEW YORK—Led by the reserved seat attractions, it was another lack lustre week in the Broadway first runs.

"OPERATION CROSSBOW" (MGM). Radio City Music Hall, with usual stage show, took in \$88,000 from Thursday through Sunday, with the sixth and final week sure to hit \$125,000.

"IN HARM'S WAY" (Paramount). DeMille claimed \$14,000 for the fifth week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama announced \$38,960 for the 12th reserved seat week.

"SYNANON" (Columbia). Loew's Capitol stated that the opening week would tally \$15,000.

"LORD JIM" (Columbia). Loew's State with reserved seat policy, did \$28,000 on the 11th week.

"THE TRAIN" (UA). Astor said it did \$16,000 on the eighth week.

"MASQUERADE" (UA). Victoria had \$11,000 for the second week.

"MY FAIR LADY" (Warners). Criterion, with reserved seat policy, claimed \$59,000 for the 29th week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli stated the 10th week was \$49,000 on hard ticket policy.

"THE TOMB OF LIGEIA" (AIP) and "PAJAMA PARTY" (AIP). RKO Palace did \$12,000 on the opening week.

### Green Heads TONE

BOSTON—At the annual meeting of Theatre Owners of New England (TONE), Malcolm G. Green, treasurer of Interstate Theatres, was re-elected president. James F. Mahoney, Interstate general manager, was elected first vice-president; Ben Greenberg, Stadium, Woonsocket, R. I., second vice-president; Ray Canavan, assistant to E. M. Loew, third vice-president; and Leslie Bendlev, Community Playhouse, Wellesley, Mass., secretary-treasurer.

The board comprises Julian Rifkin, president, Rifkin Theatres, chairman; Lloyd Clark, Granada, Malden, Mass.; Edwin Fedeli, Tritown Drive-In, Lunenburg, Mass.; Henry Gaudet, Weirs Drive-In, Weirs, N. H.; Jay Golden, division manager, RKO Theatres; James Guarino, Memorial Drive-In, West Springfield, Mass.; Arthur H. Lockwood, Lockwood and Gordon Theatres; E. M. Loew, E. M. Loew Theatres; Albert B. Lourie, Al Lourie Theatres; Steve Minasian, Esquire Cinemas; Samuel Pinanski, president, ATC; Edward S. Redstone, Redstone Theatres; Richard A. Smith, president, General Cinema Corp.; Chester L. Stoddard, president, NET; Phillip Scott, Loring Hall, Hingham, Mass.; Joseph Stanzler, Boro Drive-In, North Attleboro, Mass.; James M. Totman, zone manager, Stanley Warner Theatres; Warren Trambukis, division manager, Loew's Theatres.



# Para. Joins Blind Bidding Ban

**Features For Release  
From Jan. 1 To May 26  
To Be Screened First;  
Exhib Support Urged**

NEW YORK—Following a conference between Charles Boasberg, general sales manager of Paramount Pictures, and Sumner Redstone, president of TOA, Paramount Pictures announced that all Paramount's features to be put in general release between Jan. 1 and May 26, 1966, would be screened prior to being submitted for competitive bidding.

Boasberg stated that it was Paramount's desire to participate in an experimental program for the elimination of blind bidding and that he was commencing this experimental program on Jan. 1, rather than immediately, only because most of Paramount's pictures available prior to that date had already been submitted for competitive bidding.

Boasberg further announced that it was Paramount's intention to screen, before submission for competitive bidding, all Paramount pictures in general release before Jan. 1, on which competitive bidding had not yet begun.

According to Boasberg, with some exceptions, Paramount Pictures had become involved in blind bidding only because such procedures were necessitated in order to protect the rightful competitive position of Paramount. He further stated that Paramount's position in connection with blind bidding for those pictures available after May 26 would depend upon its evaluation of the competitive situation with relation to those pictures. He pointed out that Paramount obviously could not adhere to this new policy if exhibitors support the activities of other motion picture distributors, resulting

## **N.C. Legislature Kills Daylight Saving Bill**

RALEIGH, N. C.—The Senate of the North Carolina State Legislature killed, by a vote of 62 to 51, a bill, opposed by motion picture interests, which would have called for a statewide referendum on the question of putting the state on daylight saving time.

Earlier in the current session of the Legislature, a bill to put the state on daylight saving time without a vote of the people was killed by the House. Theatre interests opposed this bill vigorously, too.

in the preempting of important playing time.

So far as Paramount is concerned, the ultimate future of this practice as to Paramount Pictures will be decided by Paramount on the basis of the conduct of motion picture exhibitors as well as other distributing companies.

Redstone made the following statement:

"We are delighted that, following intensive TOA discussions . . . with various executives of Paramount Pictures, including its general sales manager, Charles Boasberg, Paramount has taken a significant step toward the elimination of blind bidding.

"We commend Paramount Pictures and its executive leadership for making a major contribution for the welfare of not only motion picture exhibition but the industry generally. The action of Paramount is a concrete example of the results which can be obtained when men of good will and with a sense of responsibility work together toward the solution of an industry problem.

"We are hopeful and confident that our other friends in distribution will seize the opportunity to demonstrate that our industry is capable of constructive action for its own welfare."

## **Johnson Rejoins MPAA; Leaves State Dept. Post**

NEW YORK—G. Griffith Johnson, whose resignation as Assistant Secretary of State was accepted recently by President Johnson, is rejoining the Motion Picture Association of America to head its world-wide motion picture export activities, it was announced by Ralph Hetzel, acting president.

The President of the United States, in his letter of acceptance of Griffith Johnson's resignation, said:

"It is with deep reluctance that I accept your resignation . . . Your contribution to the programs of the Federal Government should be a source of great satisfaction to you. On behalf of the entire country, please accept my grateful thanks."

Commenting on Johnson's return to the Association's staff, Hetzel said: "The Association welcomes a man with Mr. Johnson's wide experience in international, financial and economic affairs. His knowledge of world problems will be a most important asset to the industry."

Johnson, a well-known expert in the field of international economics, had been vice-president of the Motion Picture Association and the Motion Picture Export Association for 10 years when he left in April, 1962, to accept President Kennedy's appointment as Assistant Secretary of State for Economic Affairs. As part of his various responsibilities in this position, he headed U. S. government delegations to a number of important international conferences, including the 20th session of the General Agreement on Tariffs and Trade, the United Nations Trade and Development Conference in the spring of 1964, and the International Conference to negotiate an Interim Communications Satellite System in the summer of 1964.

Prior to joining the Motion Picture Association in 1952, Mr. Johnson had held official positions with a number of Federal government agencies, including the Treasury Department, the Office of Price Administration, the Bureau of the Budget, and the Economic Stabilization Agency.

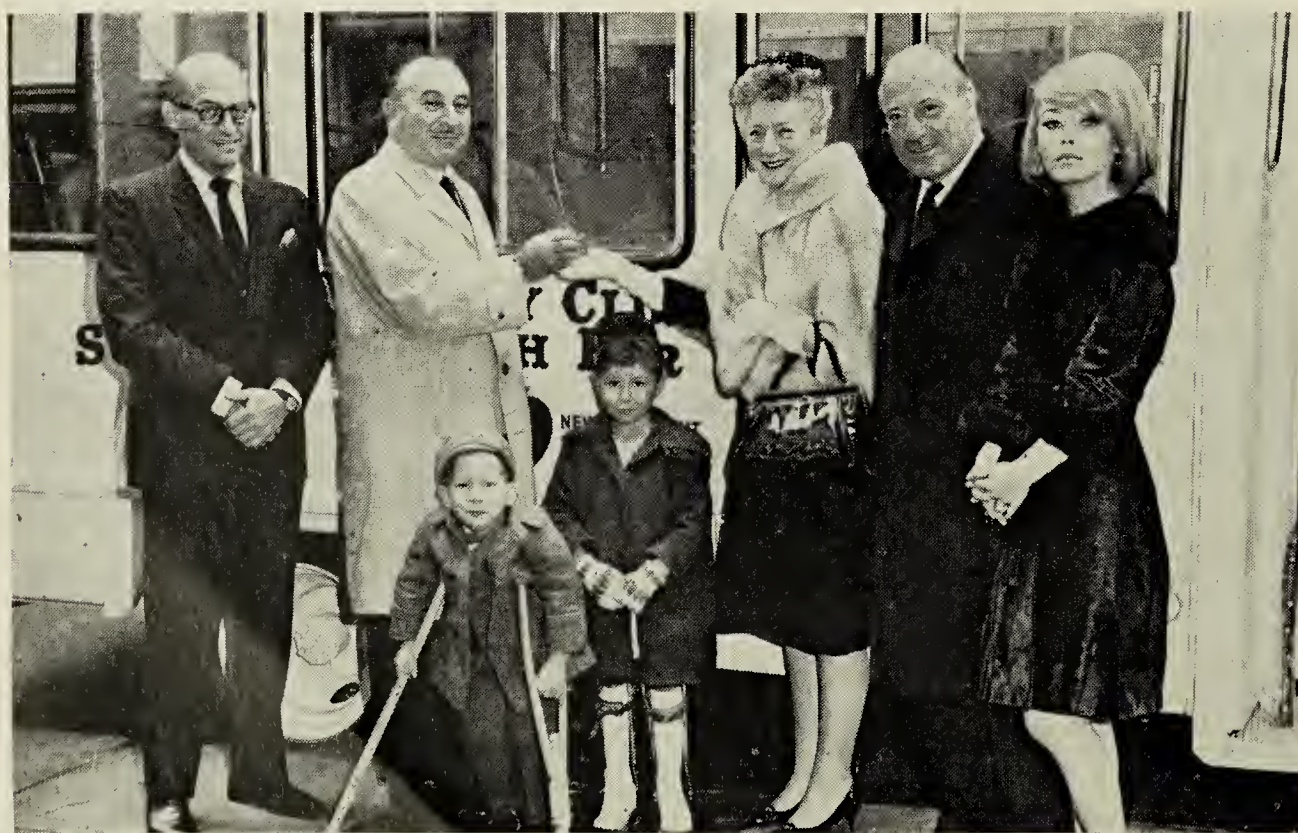
## **Picker Heads Fund Drive**

NEW YORK—Arnold M. Picker, executive vice-president of United Artists Corporation, has been named chairman of the motion picture and amusement industries division of the American Jewish Committee's Appeal for Human Relations. Announcement of his appointment was made by Andrew Goodman, general chairman of the New York Appeal.

Simon H. Fabian and Samuel Rosen, president and executive vice-president, respectively, of the Stanley Warner Corporation, are serving as co-chairmen of the division.

## **Para. Opens Okla. Branch**

OKLAHOMA CITY—Paramount Film Distributing Corporation opened a new branch office here. Frank Carbone has been appointed branch manager of the new office, which will provide an expanded and more efficient service for exhibitors in Oklahoma City and the surrounding territory. Carbone previously held key sales posts for Paramount in Kansas City and Denver.



Handicapped children of the New York Philanthropic League recently received a new Sunshine Coach presented by Warner Brothers employees through the Variety Club charity. Seen, left to right, are Warner Brothers vice-presidents Richard Lederer and Bernard Goodman; children Allen Kramer and Crucita Lopez, of Brooklyn; Mrs. Melville Scholer, president, N. Y. Philanthropic League; Charles Boasberg, chairman, Variety Club Sunshine Coach committee; and actress Jill Haworth.



Oh Careless Fun!...  
Oh Reckless Love!...  
Oh Reckless, Careless Adventure!

Oh Moll!





PARAMOUNT PICTURES Presents

**KIM NOVAK • RICHARD  
VITTORIO De SICA •  
AND  
LILLI PALMER** AS "DUTCHY"



**THE  
AMOROUS  
ADVENTURES OF  
MOLL FLANDER**

**TECHNICOLOR® PANAVISION®**

**Oh**  
**HOW THE  
WHOLE  
COUNTRY  
WILL  
FALL  
IN LOVE  
WITH  
MOLL  
IN MAY!**

**LUSH, PLUSH,  
PROFIT-PACKED  
FROM PARAMOUNT**

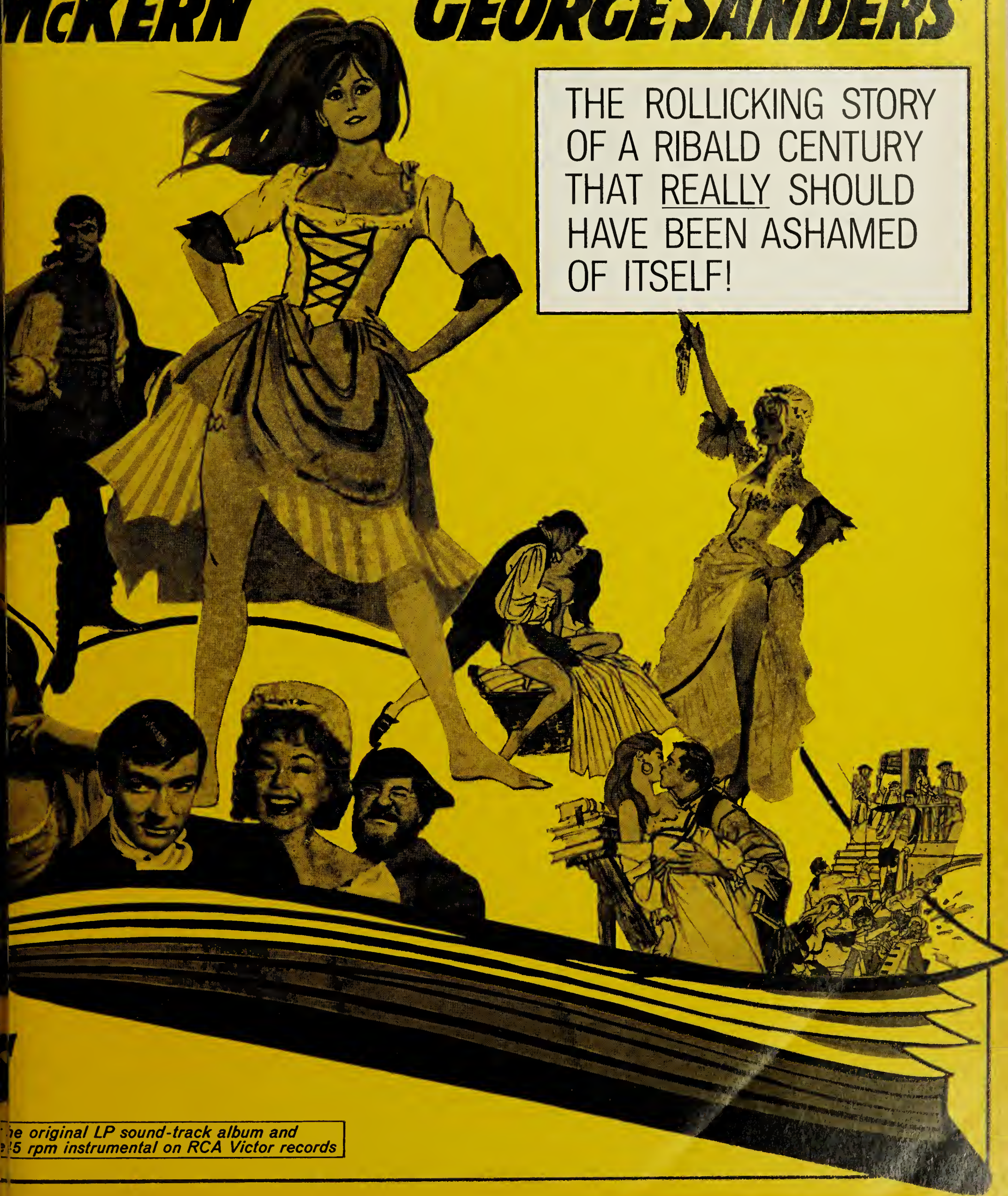
Produced by  
**MARCEL HELLMAN • TERENCE YOU**

Directed by



# JOHNSON • ANGELA LANSBURY McKERN GEORGE SANDERS

THE ROLICKING STORY  
OF A RIBALD CENTURY  
THAT REALLY SHOULD  
HAVE BEEN ASHAMED  
OF ITSELF!



the original LP sound-track album and  
45 rpm instrumental on RCA Victor records

Screenplay by  
**JOHN CANNAN and ROLAND KIBBEE** • Music Composed &  
Conducted by **JOHN ADDISON**





# Allied Sees No End To Blind Bids Unless Ethics Code Is Formulated

SAN FRANCISCO—President Jack Armstrong released the following statement on the eve of the National Allied board meeting at the Fairmont Hotel here:

"I wish to express my appreciation and the gratitude of the Allied membership to Mr. James R. Velde and his associates for the announcement that United Artists Corporation will not, during a trial period, request competitive bids before the film is available for screening in the exchange centers and for the further announcement that if all of the exhibitors in any competitive bidding situation desire the elimination of bidding, United Artists would be most receptive to discuss this matter to determine if another method of distribution fair to all exhibitors and United Artists could be established.

"Mr. Velde and the United Artists Corporation certainly deserve the commendation of everyone in the motion picture industry for the positive leadership and astute statesmanship evident in these policies.

"However, as was recognized in Mr. Velde's statement, this praiseworthy action by United Artists Corporation will be ineffective in ending blind bidding practices unless the other major film distributors also exercise similar restraint and responsibility in their sales policies. Unfortunately, the history of the motion picture industry holds out little hope for voluntary compliance by either exhibitors or distributors in any constructive sales or distribution program, no matter how desperately needed and regardless of the overall benefit. I can only come to the regrettable but inescapable conclusion that there will be some exhibitors and some film company executives who will deliberately sabotage for their own selfish interest any plan to end blind bidding which relies solely upon voluntary compliance.

"Allied will therefore continue its efforts to formulate and to establish a Code of Ethics acceptable to most respectable and responsible men to the end that the motion picture industry, like most other American businesses, will be required to operate under reasonable minimum standards of conduct and ethics."

## Bellin To Fox Ad Post

NEW YORK—David Bellin has been appointed advertising director of 20th Century-Fox Film Corp., it was announced by Jonas Rosenfield, Jr., 20th-Fox vice-president and director of advertising, publicity, and exploitation.

Bellin has resigned as director of on-the-air advertising for the National Broadcasting Company, a post he had held since April, 1964, to join 20th-Fox. At NBC, he was responsible for the annual network program advertising campaign. He also supervised the work of four departments involved in the production and scheduling of more than 500 film trailers, and more than 1,000 recorded or live announcements each year.

Previously, he was manager of national advertising for NBC for two years. Bellin joined NBC in 1954 as a writer-producer in the advertising department and, subsequently, served as senior writer in the station advertising department and as manager of creative services in the advertising department.



Seen at the recent press preview of Columbia's "Ship of Fools" at New York's Victoria were, left to right, Rube Jackter, Columbia vice-president and general sales manager; producer Stanley Kramer; and Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity.

## IFIDA Raps Restrictions On Movies In Flight

NEW YORK—Michael F. Mayer, executive director of Independent Film Importers and Distributors of America, Inc., released a telegram to the Civil Aeronautics Board with reference to the proposals to ban motion pictures from passenger airplanes. Acting with the approval of IFIDA's governing committee, Mayer assailed the proposed agreement as monopolistically conceived and against the public interest. The full text of the telegram follows:

"Our organization of independent film importers and distributors strongly opposes any effort of a small number of monopolistically controlled airlines to impose restrictions on what the public may see and hear when airborne. We challenge the good faith of the proponents of these agreements which would prevent airline passengers from seeing the best in foreign and domestic motion pictures. Any attempt to economize in this area represents merely an effort to decrease public service and increase monopoly profits. As spokesman for a great media which should not be limited to theatres and homes, we resent this effort to ban and boycott our product."

The anti-trust division of the Department of Justice has also come out strongly against any agreement by airlines to ban film showings.

## Wild Jamboree Welcomes Columbia's "Cat Ballou"

DENVER — A rootin', tootin' Wild West Jamboree, saluting the world premiere of Harold Hecht's western spoof, "Cat Ballou," blasted this Rocky Mountain metropolis wide open with a series of gala events reminiscent of the west at its wildest.

Columbia Pictures, launching the premiere festivities in conjunction with Dynamic Downtown Denver Week, climaxed the week-long salute with a western hoe-down and "hanging" at the Civic Center attended by scores of civic dignitaries, including Colorado's Governor John A. Love, and the film's stars, Jane Fonda, Lee Marvin, Michael Callan, Tom Nardini, and Stubby Kaye. Prior to the mock execution, Gov. Love officially declared "Cat Ballou Day."

The public "hanging" of a beautiful young girl was staged under the shadow of the State Capitol, and in keeping with the light and frothy nature of the film, the west's first "boutique gallows" was erected. The unusual gallows was festooned with bird cages, colorful flowers, rail-to-rail carpeting, and painted in bright spring colors.

In order to insure that the hanging was done professionally and with no loose ends left dangling, Columbia ran a unique ad in the help wanted columns of Denver's two dailies seeking a professional hangman.

Admission to the "hanging" required the wearing of a special western kerchief emblazoned with the legend: "I Attended the Hanging of Cat Ballou." Following the "hanging," the invited guests attended a huge barbecue dinner.

On "Cat Ballou" premiere day (May 7) all the stars of the western spoof were interviewed by local radio and tv personalities, who broadcasted from various locations in the downtown Denver area.

Prior to the premiere at the Centre, there was a gigantic square dance in front of the theatre, followed by a display of horsemanship by the Lakewood Westernnairs.

## Britain Honors Foreman

LONDON—Carl Foreman, screenwriter, producer, and director, has been appointed to the board of governors of the British Film Institute, the first American to receive the honor.

Foreman received his appointment from Britain's Secretary of State for Education and Science, the Rt. Hon. Anthony Crosland.

The announcement was made by the Institute as Foreman completed his 13th year of residence in England, just before leaving for Spain to scout locations for his two forthcoming films dealing with Sir Winston Churchill's early life, and "McKenna's Gold." Both are scheduled for Columbia release.

## BEHIND THE EIGHT-BALL

The following letter is from George Severn, who operates the Grand Theatre in Baudette, Minn. It is an example of the manner in which our Uncle Sam sometimes seems to be going out of his way to put the nation's theatres behind the eight-ball.

Mr. Severn writes:

In regard to your editorial of April 28 about the Army and Navy playing ahead of commercial theatres. We live in a small town of about 1500 population and have the 692 Air Base Squadron three miles out of town. They are playing 16mm films on first run shows ahead of me. They play only one night on each feature, with three changes a week. They have played over 20 features ahead of me since Jan. 1. Attendees are allowed to take in a guest who could be anybody. All they would have to say is he or she is my guest.

It really hurts in a small town like ours a lot more than in towns of 10,000 to 100,000 population. Isn't there something that can be done about this? I pay over \$200,000 in taxes, and part of this goes to support this base.



## Fox Offers Debentures; Seeks Boost In Shares

NEW YORK—Twentieth Century-Fox Film Corporation filed with the Securities and Exchange Commission a registration statement covering a proposed offering to stockholders of rights to subscribe for \$18,364,300 of 25-year convertible subordinated debentures. The basis will be \$100 principal amount of debentures for each 15 shares of common stock. Warrants evidencing rights to subscribe will be issued to shareholders.

Lehman Brothers will head a group of investment banking firms which will underwrite any unsubscribed portion of the offering.

The debentures will be due June 1, 1990. Interest rate and redemption price will be set at the time of the offering. At the company's annual meeting on May 18, stockholders will be asked to approve an increase in the number of authorized common shares from 3,000,000 to 5,000,000. The additional shares would be required, in part, for issuance upon conversion of the proposed debentures.

Net proceeds from the sale of the debentures will be applied to pay bank borrowings originally incurred for working capital purposes.

For the year ended Dec. 26, 1964, Fox reported total income of \$114,954,035, and net earnings of \$11,487,406, or \$4.17 per share. The earnings included a special credit of \$922,000 or 33 cents per share resulting from the sale of a foreign property. Comparable figures for the previous year were total income of \$102,940,436 and net earnings of \$9,115,393, or \$3.31 per share.

## BV Meets N.E. Exhibs

BOSTON—Two hundred exhibitors from the six New England states and upper New York State met here for an advertising and publicity preview of Walt Disney's summer schedule of motion picture releases. Chairing the session was Irving H. Ludwig, president and general sales manager of Buena Vista, a Walt Disney subsidiary.

In Boston for the meeting were BV's Charles Levy, director of advertising and publicity; Herb Robinson, assistant eastern division sales manager; Paul Lyday, promotion and publicity manager; Jack Herschlag, advertising manager; Steve Keller, cooperative advertising manager; and Frank Petraglia, publicist. Also attending were Herb Schaefer, northeastern district manager; Florio Simi, Boston salesman; and Jack Chinnell, Buffalo salesman.

## Brodkin From TV To Features

HOLLYWOOD—Herbert Brodtkin, television producer, is entering feature film production in association with Paramount Pictures, it was announced by Howard W. Koch, Paramount vice-president and studio and production head, and Brodtkin.

Brodtkin's first film will be "Mr. Sebastian," original screenplay by Leo Marks dealing with a British intelligence unit of World War II. A suspense thriller with humorous and romantic overtones, the film will be made on location in England, with Michael Powell as co-producer.

## AIP In Argentine Deal

NEW YORK—American International Pictures has concluded a deal renewing its contract with Mario C. Feraboli of Producciones Imperial in Argentina, it was announced by David D. Horne, vice-president in charge of foreign distribution.

# New First-Run N.Y. Pattern For U; "Mirage" Heads For 28 Area Houses



Variety Club of New York Tent 35 recently saluted 20th Century-Fox on its 50th anniversary at a luncheon at the Americana Hotel. In attendance were, standing, former U. S. Senator Kenneth Keating; Seymour Poe, 20th-Fox executive vice-president, holding the plaque given to the company; Jack Levin, chief baker, Tent 35; and, seated, S. H. Fabian, president, Fabian Theatres, and Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc.

## "Magnificent" Roadshow Dates

NEW YORK — With "Those Magnificent Men in Their Flying Machines, or: How I Flew From London to Paris in 25 Hours and 11 Minutes" deriving exceptional public response following the two-page ad in the April 25 edition of The New York Times, 20th Century-Fox has announced the picture has been booked for 36 additional roadshow engagements.

Following the Todd-AO-DeLuxe Color attraction's world premiere June 3 at the Astoria Cinema, Charing Cross Road in London, and its American premiere June 16 at the DeMille here, the film will open June 17 at the Beverly, Los Angeles.

Subsequent domestic openings for the adventure-comedy of pioneer aviation are June 23: Center, Denver; Brookside, Kansas City; Music Hall, Boston; Kings Court, Pittsburgh; Capri, Atlanta; Capri, Charlotte; Tower, Dallas; Cooper, Oklahoma City; Beach, Miami Beach; Crosstown, Memphis; Cinestage, Chicago; St. Louis Park, Minneapolis. June 30: Trans-Lux, Philadelphia; Parkside, San Francisco; Studio, Salt Lake City; Apex, Washington, D. C.; Shore, Atlantic City. July 1: Fairlawn, Toronto; Elgin, Ottawa; Gaiety, Winnipeg; Chinook, Calgary; Sahara, Edmonton; Park, Vancouver. July 14: Allen, Cleveland; Westhampton, Richmond; Northline, Houston. July 15: Cinema II, San Antonio. Aug. 4: Century 70, San Diego. Aug. 11: Century, Buffalo; Eckel, Syracuse; Riviera, Rochester; Adams, Detroit. Aug. 18: Broadway, Portland, Ore.; Reisterstown Plaza, Baltimore; and Capital Court, Milwaukee.

## Miss Fischl Heads N.Y. WOMPI

NEW YORK—The New York Women of the Motion Picture Industry elected Ellen Fischl as president for the new term of office. Miss Fischl is secretary to John Turner, United Artists New York division manager.

The New York WOMPI also named past president Hilda Frishman, also of UA, to the post of convention co-chairman.

NEW YORK—Universal Pictures Company will inaugurate a new first-run pattern of exhibiting its major film productions in the metropolitan New York area starting with the release of "Mirage" on May 26, with the theatres being designated as "Universal Premiere Theatres," it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.

The initial 28 theatres which are scheduled to play "Mirage" are in Manhattan, Bronx, Brooklyn, Queens, Long Island, and Westchester and represent leading theatres in their areas. In Manhattan, they include Reade Sterling's DeMille and Coronet.

Among the circuits participating in Universal's new "Premiere Theatres" launching of "Mirage" are Skouras, Brandt, F & A Theatres, Pozin-Lightstone, Randforce, Century, Town and Country, and Island.

In Manhattan, the theatres playing "Mirage" will be the Riverside and the Academy, besides the DeMille and Coronet. The Bronx theatres will be the Earl, Post Road, Riverdale Cinema, and Palace. Brooklyn theatres will be the Duffield, Marlboro, Marine, Rialto, and Sheepshead. Queens theatres will be the Forest Hills, Forest Hills; Jackson, Jackson Heights; Hillsdale, Jamaica; Queens, Queens Village; and Strand, Astoria. Long Island theatres will be the Playhouse, Great Neck; Calderone, Hempstead; Glen Cove, Glen Cove; Hewlett, Hewlett; Wantagh, Wantagh; Twin South, Hicksville; and Drive-In, Westbury, the latter opening June 2. Westchester theatres are the Capitol, Porchester; Plaza, Scarsdale; and Parkway, Mount Vernon.

Universal held a merchandising conference with the theatre managers, division managers, and district managers of the circuits and independent theatres involved.

The theatre and circuit executives were joined by the advertising, publicity, and promotion representatives of these theatres at a special screening of "Mirage."

Universal promotion plans were outlined by Philip Gerard, eastern advertising and publicity director; Herman Kass, executive in charge of national exploitation; Paul Kamey, eastern publicity manager; and Jerome M. Evans, eastern promotion manager.

## COMPO Meet Postponed

NEW YORK—The spring meeting of the COMPO executive committee, originally scheduled to be held last week, has been postponed until June 10, it was announced by Charles E. McCarthy, COMPO's executive vice-president.

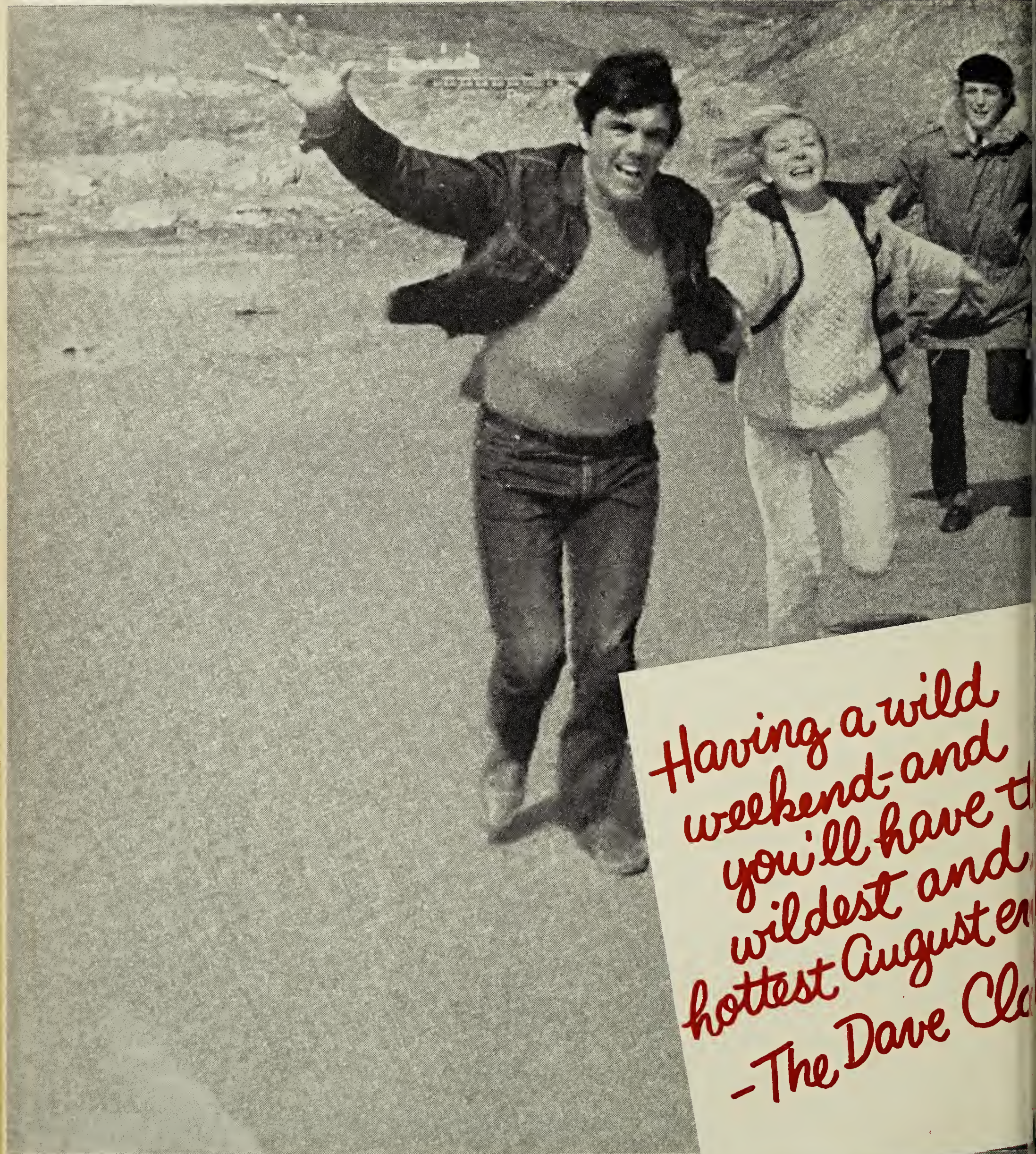
McCarthy said that a conflict in dates with other important industry meetings made it necessary to postpone the executive committee meeting, which will be held at the St. Moritz Hotel, as originally scheduled.

## Warner Autobiography Set

BURBANK, CALIF.—"My First 100 Years in Hollywood," life story of Jack L. Warner, president of Warner Bros. Pictures, will be placed on sale in book stores May 17, with Warner's proceeds going to the Motion Picture Relief Fund. Random House is publishing the book, following its serialization in McCall's Magazine. The story was written by Warner, with Dean Jennings.



# THE DAVE CLARK FIVE ARE



*Having a wild  
weekend- and  
you'll have the  
wildest and  
hottest August ever  
-The Dave Clark Five*

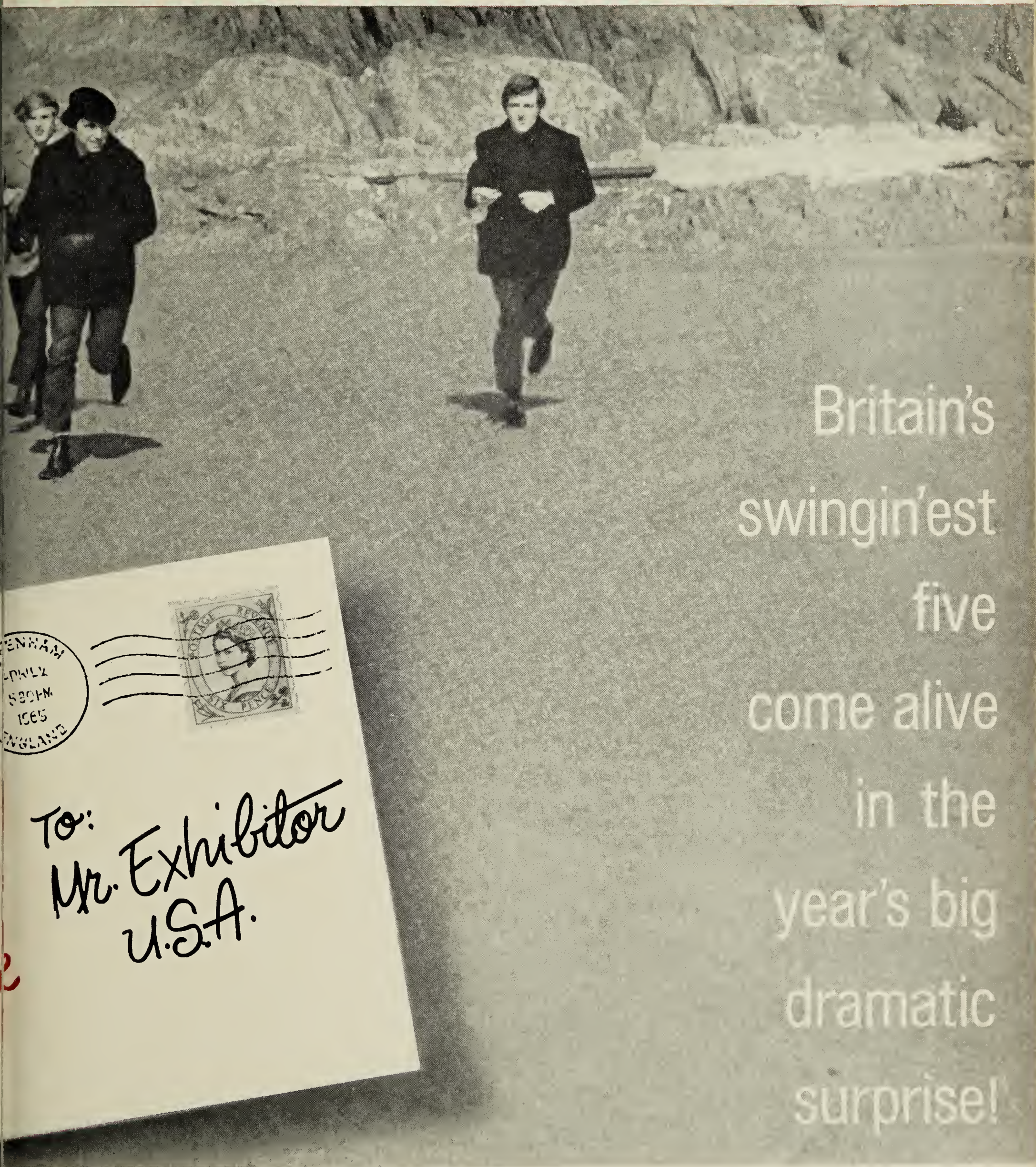
## THEIR FIRST FULL-LENGTH

JUST FINISHED SHOOTING! AVAILABLE

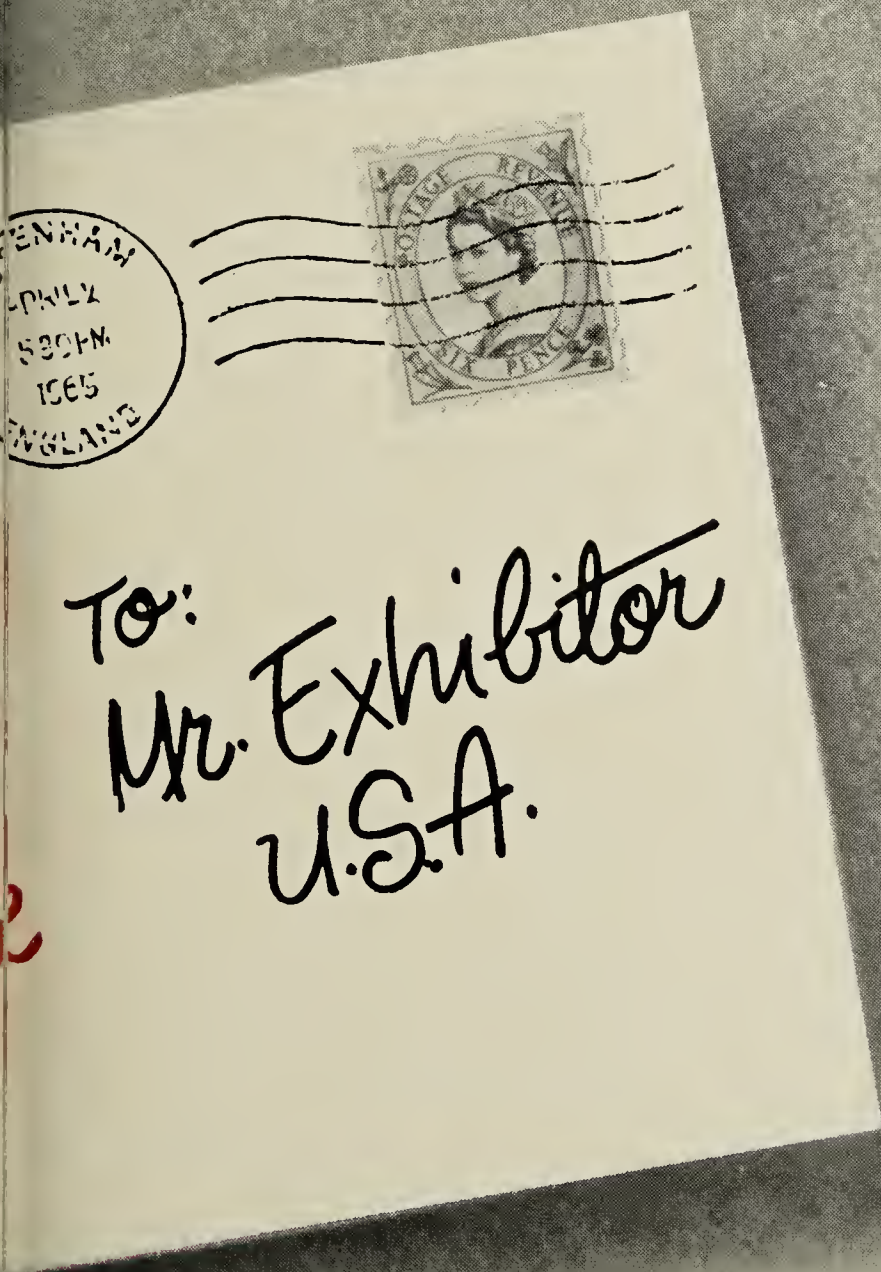
WARNER BROS. PICTURES PRESENTS THE DAVE CLARK FIVE in "HAVING A WILD WEEKEND" With BARBARA FERRIS •



# HAVING A WILD WEEKEND"



Britain's  
swingin'est  
five  
come alive  
in the  
year's big  
dramatic  
surprise!



## STARRING MOTION PICTURE

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# Moviemen Tell Other Sales Execs How Film Glamour Is Made And Sold

NEW YORK — Executives in charge of sales, advertising, and promotion for hundreds of leading companies saluted "America's most glamorous industry, the movies," at a luncheon in the ballroom of the Roosevelt Hotel.

Members and guests of the Sales Executives Club of New York learned from motion picture company sales and promotion executives "how the glamour of the movies is created and how the industry makes sales to exhibitors and to the public."

Speakers were Rube Jackter, vice-president and general sales manager, Columbia Pictures Corporation; Dan Terrell, executive director of advertising, publicity and promotion, Metro-Goldwyn-Mayer, Inc.; and Morey "Razz" Goldstein, vice-president and general sales manager, Warner Bros. Pictures, Inc.

On the dais were Stella Stevens, star of Columbia's "Synanon"; Gail Hire, star of Metro's "Red Line 7000"; sales managers and directors of advertising and publicity of the major producers who are members of the Motion Picture Association of America.

John T. Collins, president of the Sales Executives Club, opened the meeting.

"The public knows more than I do about the movies," Robert S. Ferguson, vice-president in charge of advertising, publicity and exploitation for Columbia Pictures Corporation, and program moderator, stated, reminding the audience that motion picture personalities fascinate people of all ages.

"Few people can tell you the chemical content of cola drinks, but there are millions of experts on Kim Novak's vital statistics and on what Sophia Loren wore in her latest picture," he said.

He reminded his audience that "selling motion pictures today is a complex, ever-changing job. Pictures are made all over the world, costing from \$150,000 to \$40 million, with individual pictures grossing as high as \$100 million. Advertising and exploitation costs vary from \$150,000 to \$4 million per picture."

"Despite our experience and efforts, nine out of 10 pictures are losers," he said.

Jackter explained the patterns of distribution in the industry, illustrating his remarks with numerous anecdotes and experiences with specific films.

"When distributing the 'Guns of Navarone,' we ran into some resistance initially from exhibitors. They claimed the title indicated it was a western. This was before they saw the picture," he said.

"Then, at our urging, they came to see it with their children. After they had seen it, they all said, 'The title is great; if you change it you'll hurt the picture.'"

"The title turned out to be so great that it overshadowed the important cast, which included Gregory Peck and Anthony Quinn."

Terrell told the sales executives that "our problems are worse than most of yours. We have to plan and carry out from 20 to 30 advertising campaigns a year, using all media. We pay about one-third more per average line in newspapers than you do, even though we are consistent advertisers. And then we have to contend with motion picture critics on the same newspapers, who can negate much of our advertising."

"We are offering, at a price, a product which can be seen free in every living room on tv."

"A toothpaste manufacturer can test his



Alain Delon is seen with M. J. Frankovich, Columbia Pictures first vice-president, at the Hollywood studios, where he signed a new multiple picture contract.

## L.A. Bow For "Hallelujah"

NEW YORK—John Sturges' "The Hallelujah Trail," presented by The Mirisch Corporation for roadshow release in Cinerama through United Artists, will have its world premiere at the Stanley Warner Hollywood, Los Angeles, on June 23.

product in test markets. Once we have finished a picture, it is final. We can make minor changes, and we can adjust advertising campaigns, but we can not make major changes as most of you can.

"But, it is fun, and it is stimulating to be in a business which entertains and informs people around the world," he said.

He illustrated his remarks on the strategy of advertising and promotion with examples of what has been achieved for Metro-Goldwyn-Mayer's "Yellow Rolls Royce," "The Sandpiper," and "Dr. Zhivago."

Goldstein, using "My Fair Lady" as his case history of Warner Bros.' sales campaigns, said the picture "has already proven beyond any doubt that it will be the fairest of them all. In 27 weeks, it has rolled up a film rental of \$11,250,000 in 60-odd theatres in the U. S. and Canada."

"The performance of 'My Fair Lady' indicates that there is an untapped audience ready to pay top prices for a picture that it wants to see."

He expressed the opinion that "an important phase of roadshows is the growth of group sales, and the increasing number of benefits that make it possible to painlessly raise large sums of money."

The opening night of "My Fair Lady" resulted in a net contribution to the Will Rogers Hospital of a little over \$100,000, he told the audience.

He explained the openings of the film were set up in stages, with gala openings in key cities followed by a dozen further openings a month later. The picture will go into general release in December, he reported.

He paid tribute to the "foresight and courage" of Jack L. Warner in bringing the picture to the screen.

## Decca, Universal Report Increased Net Earnings

NEW YORK—Universal Pictures Company, Inc., reports for the 13 weeks ended April 3 consolidated net earnings from operations of \$1,402,000, equal to \$1.66 per share on 845,527 shares of common stock outstanding, excluding shares in the treasury of the company.

For the 13 weeks ended March 28, 1964, the company reported consolidated net earnings from operations of 1,380,577, equal to \$1.62 per share on 851,621 shares of common stock outstanding.

The stockholders of Universal elected the following six members to the company's board of directors:

Preston Davie, Albert A. Garthwaite, Milton R. Rackmil, Budd Rogers, Harold I. Thorp, and Samuel H. Vallance.

The board elected the following officers:

Milton R. Rackmil, president; Adolph Schimel, vice-president, secretary and general counsel; Edward Muhl, David A. Lipton, and Henry H. Martin, vice-president; Felix M. Sommer, treasurer and assistant secretary; R. M. Miles, controller and assistant treasurer; Charles H. Stineford, assistant treasurer; and Morris Davis and Anthony Petti, assistant secretaries.

Consolidated net earnings of Decca Records, Inc., including results of operations of Universal for the three months ended March 31 amounted to \$1,674,088 equal to \$1.10 per share on 1,527,401 outstanding shares.

In the corresponding period of 1964, Decca reported earnings of \$1,401,360 equal to 91 cents per share on 1,527,401 outstanding shares of capital stock.

The stockholders of Decca, re-elected the entire membership of the board of directors, consisting of Albert A. Garthwaite, Milton R. Rackmil, Martin P. Salkin, Leonard W. Schneider, Harold I. Thorp, and Samuel H. Vallance.

The board re-elected the following officers:

Rackmil, president; Leonard W. Schneider, executive vice-president; Louis A. Buchner, vice-president and treasurer; Milton Gabler, vice-president; Martin P. Salkin, vice-president; Samuel Yamin, secretary; Isabelle Marks, assistant secretary; and Irving E. Weiner, assistant treasurer.

## Variety Gals Name Officers

NEW YORK—Mrs. Nat Nathanson, wife of the Allied Artists general sales manager, is the new president of New York Variety Club Women, Tent 35, and she and the other newly elected officers will be installed formally at a luncheon in the Hotel Regency on June 16.

Elected to vice-president posts were Mrs. Jerome J. Cohen, Mrs. Nat Fellman, Mrs. Philip Harling, and Mrs. Samuel Horwitz. Claire Roth was elected corresponding secretary; Mrs. Saul Susnow, recording secretary; Mrs. Saal Gottlieb, social secretary; and Mrs. Robert Deitch, treasurer.

Elected to the board of directors were Mrs. Louis Bressler, Mrs. Abe Dickstein, Mrs. David Emanuel, Mrs. Edward Fabian, Mrs. Samuel Goldstein, Mrs. William J. Heineman, Mrs. David Horne, Mrs. Michael Hyams, Mrs. Ralph Iannuzzi, Mrs. Ben Joel, Mrs. Harold J. Klein, Mrs. Jules Kroll, Mrs. Leo Marcus, Ann LaFalce, Mrs. John McKenna, Mrs. Bernard Myerson, Mrs. Charles Okun, Mrs. Herman Sokoloff, Mrs. Irene Stein, Mrs. Jack Yellin, and Mrs. Harold Zeltner.

Permanent directors (past presidents) are Mrs. George Waldman, Mrs. Harry Pimstein, and Mrs. Al Steen.



## Pan American Debuts Theatre-In-The-Air

NEW YORK—Pan American World Airways' "Theater-in-the-Air" made its debut May 7 on flights between California and Hawaii with airborne motion pictures and an array of audio feature, Willis G. Lipscomb, senior vice-president, traffic and sales, announced.

By July, Pan Am will have some two dozen Clippers equipped for film and audio presentations on these Hawaii flights. Pan Am operates up to 139 flights between Honolulu and San Francisco and Los Angeles each week.

Passengers in first class, economy, and thrift sections will have a choice of first run motion pictures, filmed television shows, musical selections, and special features.

By mid-summer on some flights Pan Am is expected to start showing color motion pictures and television features.

Pan Am will offer a selection of 10 channels, one of which will carry the sound track for films or tv features. The remaining channels will provide a choice of a variety of musical programs, comedy features, and special programs for children, men, and women.

The audio program offers a large selection of musical features for passengers who do not speak English. Program notes will be printed in English, Chinese, and Japanese.

The Pan Am system is so designed that a passenger can watch the screen or listen to the audio channels while persons in adjacent seats read, chat or doze, if they wish, undisturbed by any of the entertainment features. When a film is being shown, it is not necessary to darken the cabin or draw the cabin curtains.

Twelve-inch screens are placed throughout the cabin to provide easy viewing. Controls are located at each seat for individual selection of audio portions of the program and volume control.

Screens are positioned in the overhead coat racks so as to be easily visible even for children but not to impede aisle traffic. The audio segment of the system is designed so the listener can pick up the sound through sterilized head sets without disturbing his neighbor.

The SONY Corporation of America is installing the video equipment and United Data Control Inc. the audio portion.

Pan Am was the first airline to show motion pictures aloft, testing in-flight entertainment aboard a Clipper between Miami and Havana in 1929. Pan Am also showed films on transatlantic flights during a 1946 trial period.

## Netter Joins Meadway Prods.

NEW YORK—L. Douglas Netter, Jr., has been named vice-president of Meadway Productions, it has been announced by Irving Allen, producer of "Genghis Khan." In his capacity as vice-president, Netter will serve as producer's representative for Allen on Columbia Pictures' world-wide distribution of "Genghis Khan."

## Managers Elect Officers

NEW YORK—In an unprecedented move, the Conference of Personal Managers East re-elected their entire slate of officers. Re-elected were Ray Katz, president; Al Bruno, vice-president; Robert Coe, secretary; Mel Shayne, treasurer; and Walter Gould, Chuck Taylor, Lenny Ditson, and Jack Beekman, board of directors.



Screen stars Gig Young and Greta Thyssen recently participated in the awards drawing for the benefit of Will Rogers Hospital and O'Donnell Memorial Research Laboratories, Saranac Lake, N. Y. Left to right are Ned E. Depinet, president of the Will Rogers Memorial Fund; Henry H. "Hi" Martin, general chairman of the fund raising drive; Young; Miss Thyssen; and Richard F. Walsh, chairman of the hospital board.

## Raffle Winners Named In Hospital Fund Drive

NEW YORK—Winners of the 1965 Chrysler Imperial Four Door Sedan and the 34 other prizes in the countrywide raffle conducted on behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories at Saranac Lake, New York, were announced by Henry H. "Hi" Martin, general chairman of the 1964-1965 fund-raising drive, following drawing of the winning tickets at the weekend by Gig Young and Greta Thyssen at special ceremonies at the Friars Club in New York.

Martin announced that \$49,110 had been raised in the final phase of the three phases of the fund-raising drive which also included the customary audience collections in theatres and the Christmas salute by industry employees. Participating in the drawing were Martin, Ned E. Depinet, president of the Fund, and Richard F. Walsh, president of the IATSE.

Ann Forbush, Los Angeles, was the winner of the Chrysler; Robert S. Benjamin, New York, London vacation for two; John H. Rowley, Dallas, Ireland vacation for two; Hammer Film Productions, London, Puerto Rico vacation for two; Sunrise Drive-In,

Boston, was Eastman Kodak 16mm sound projector; J. Rosenfeld, Spokane, Decca Hi-Fi console; Mrs. Marie Mulligan, Bay City, Texas, Technicolor 8mm projector; Hammer Film Productions, Polaroid Camera; Diana Peterson, Seattle, Cavalier 35mm automatic camera; and Sam Kamm Theatres, St. Louis, Cavalier camera.

The 25 winners of season passes to their neighborhood theatres were Harold Mitchamore, Houston; Joe Jack, Dallas; Ben Sack, Brookline, Mass.; Scott Brower, Glendale, Calif.; C. L. Patrick, Columbus, Ga.; Mrs. Bonnie Fuller, Beverly Hills; Interstate Theatres, Dallas; Frank Savage, Jr., Charlotte; Al McClure, Wichita, Kans.; Hammer Film Productions; Harold Elley, Versailles, Mo.; Hammer Film Productions; E. M. Loew, Boston; John Martina; Rochester; S. H. Fabian, New York City; R. E. Smith, Dallas; Ralph Martin, Hayward, Calif.; Fred Izzo, New York City; Jeffery Fleiss, Conoga Park, Calif.; Georgia McGow, North Hollywood; Piedmont Productions, Charlotte; John Mattler, Florissant, Md.; Hammer Film Productions; Frisian Amusement Co., Springfield, Ill.; and E. Triral, Des Moines.

## Tiomkin Joins Highroad As Full-Time Producer

NEW YORK—Dimitri Tiomkin, four-time Academy Award winner, joins Highroad Productions, Inc., as a full-time producer, Sidney E. Cohn, Highroad president, announced. Tiomkin's first assignment will be "Mackenna's Gold," the Will Henry adventure story, as co-producer with Carl Foreman, who will also write and direct for Columbia release.

The Foreman-Tiomkin reunion after the block-busting "The Guns of Navarone" marks a new phase in an association dating back to World War II when Foreman was a sergeant in the famed Frank Capra unit in the Signal Corps and Tiomkin was the unit's

civilian consultant. Following the war, Foreman wrote the screenplays and Tiomkin created the musical scores for "So This Is New York," "Champion," "Home of the Brave," "The Men," and "Cyrano de Bergerac," and continued together on Foreman's first film as producer-writer, "High Noon."

Tiomkin, who holds the probable all-time record for Oscar nominations, having garnered a grand total of 24 over the years, is not leaving the music field. In addition to his producer chores, he will create the score for "Gold," and will continue to take music assignments as and when available.



# Ohio Communities Go Slow On CATV While Awaiting New Action By FCC

COLUMBUS, O.—Federal Communications Commission controls over CATV will not necessarily preclude local regulation of community antenna television systems, said City Attorney John C. Young in an opinion given to Columbus Public Utilities Director William H. Brooks.

Young said that if City Council wished to issue a CATV franchise, it would require a vote by the general electorate.

Young said that questions raised by FCC control cannot be answered with any certainty in the absence of knowing exactly what regulations the federal commission will adopt. He said it would be "quite hazardous" to assume that CATV systems would not be held to be engaged in interstate commerce.

The city attorney said that the scope of local regulations may be restricted, but "I am quite certain that local zoning regulations, for example, would certainly apply to a CATV operation regardless of FCC regulations."

Mayor William Schneider of suburban Bexley said he had been advised by City Solicitor Howard Parks that the suburb take no action at this time, pending clarification of FCC controls.

City of Bellefontaine, Ohio, granted a 25-year franchise to Logan Cable Television Co. providing for a minimum payment of \$1000 per year to the city, plus \$1 for each subscriber over 1000, collection of \$7.50 for each first outlet connection, monthly rental charge of not more than \$5, and a guarantee that if any Bellefontaine tv station is operated, its signals will be carried in the same manner as any other.

Sen. Tennyson Guyer, Rep., Findlay, said that his bill to place CATV under regulation of the Public Utilities Commission is still alive. He said the bill is being held in subcommittee "to see what the FCC does."

## Childhood Sets Double Bill

NEW YORK—Two of the Brothers Grimm's most celebrated Fairy Tales—"Hansel and Gretel" and "The Bremen Town Musicians"—will comprise the first specially prepared children's motion picture double feature when Childhood Productions presents the attraction at matinee showings nationally beginning this coming October. This was announced by Barry B. Yellen, president of Childhood Productions, Inc.

The new double feature is now being booked on a saturation basis in various territories throughout the country by general sales manager Salem Yellen, starting with the weekend of Oct. 9-10.

## Capitol Film Names Two

WASHINGTON, D. C.—Ira Sichelman, president of Capitol Films, Inc., announced here the appointment of Ed Rosenfeld as director of advertising and exploitation for the newly formed company.

Sichelman also appointed James Lipsner as national director of publicity and public relations.

The first project for Rosenfeld and Lipsner is for setting up the national campaigns with sub-distributors on "The Trojan Horse," "Joseph And His Brethren," and "Murder On The Campus."

## Now All He Has To Do Is Write Two Novels

HOLLYWOOD — In an unprecedented story purchase involving close to \$1,000,000, 20th Century-Fox has acquired outright motion picture rights to the next two novels to be written by Irving Wallace, and has taken an option on a third, it was announced by Richard D. Zanuck, vice-president in charge of production.

"The Plot," the first novel involved in the sale, is a contemporary story of human drama and intrigue set against a Paris background. Wallace will have it completed for publication by Simon and Schuster in the fall of 1966.

The second work simultaneously purchased by Zanuck for the screen is an untitled novel which Wallace has fully outlined and researched. It is expected to be ready for publication in the fall of 1967.

## Many Stars To Shine At Variety Clubs Meet

SAN FRANCISCO—The Variety Clubs International convention on May 11-14, has developed into a conclave of big names and stars, as well as a gathering of the world's showmen.

Governor Edmund G. Brown was to attend the opening luncheon session on May 11, and Mayor John F. Shelley was to open the business session the same day.

Star names who will attend the convention include Burt Lancaster, Ursula Andress, and Stefanie Powers.

20th Century-Fox, sponsoring the Thursday night event, will feature Jimmy Durante, heading a stellar group of entertainers. Hal Kanter will be the master of ceremonies, and Wayne Newton, recording star, will also perform.

James Carreras, international chief barker, arrived early from London with a contingent of Barkers from London's Tent 36. Included in the group is the famous English star John Mills, father of Hayley Mills, who will also participate in the festivities at the convention.

## Del. Going To Dogs

DOVER, DEL.—By vote of 23 yeas, 9 nays, and 3 absent, the House of Representatives passed the bill to legalize dog racing sponsored by Rep. James R. Quigley (Dem., Hare's Corner) and sent it to the State Senate, where Quigley admits it has a tough row to hoe.

For most of his 22 years in the House, Representative Quigley has been trying to legalize dog-racing with parimutuel betting. Once it cleared the General Assembly, only to be vetoed by then Gov. J. Caleb Boggs, now U.S. Senator.

## England Likes "She"

LONDON—"She," a Seven Arts-Hammer Production for Metro-Goldwyn-Mayer, starring Ursula Andress in the title role, grossed nearly \$320,000 in a little less than two weeks playing time.

## Academy Nominees Named For Board Of Governors

HOLLYWOOD—The slate of nominees from which 14 members will be elected to the 1965-66 Board of Governors of the Academy of Motion Picture Arts and Sciences was announced by Arthur Freed, president.

One nominee from each of the Academy's 13 branches will be elected for a two-year term. An exception is the executives branch where two members must be elected; one for a two-year term, the other for a one-year term. The exception to the general rule is due to the death last year of Fred L. Metzler.

Those nominated, and their branch classifications, are:

ACTORS—Eddie Albert, Macdonald Carey, Agnes Moorehead, Robert Stack.

ADMINISTRATORS—Steve Broidy, J. J. Cohn, M. J. Frankovich, Robert M. Weitman.

ART DIRECTORS—Herman Blumenthal, Lloyd H. Bumstead, Carroll Clark, Alexander Golitzen.

CINEMATOGRAPHERS—Linwood G. Dunn, Farciot Edouart, Daniel L. Fapp, Winston C. Hoch, Hal Mohr, Joseph Ruttenberg.

DIRECTORS—George Cukor, Delbert Mann, Lewis Milestone, Robert E. Wise.

EXECUTIVES—Jacob H. Karp, Raymond A. Klune, Walter MacEwen, Geoffrey M. Shurlock.

FILM EDITORS—Rudi A. Fehr, Harold F. Kress, Alma Ruth Macrorie, Charles A. Nelson.

MUSIC—Harold Adamson, Jack Brooks, John Green, Bronislau Kaper.

PRODUCERS—Arthur Freed, Fred Kohlmar, Stuart Reynolds, David Weisbart.

PUBLIC RELATIONS—Jack Atlas, Bob Goodfried, Herb Steinberg, Max Weinberg.

SHORT SUBJECTS—Hal Elias, Andrew A. Engman, Leo S. Rosencrans, Adrian Woolery.

SOUND—Robert O. Cook, James P. Corcoran, George R. Groves, Fred Hynes, Franklin E. Milton, Charles Rice, Gordon E. Sawyer.

WRITERS—Richard Murphy, Ernest Pascal, Allan Scott, Malvin Wald.

## Sabinson Joins Para.

NEW YORK—Lee Sabinson has been appointed eastern story editor of Paramount Pictures, it was announced by Howard W. Koch, Paramount vice-president and studio and production head.

Sabinson joins Paramount with headquarters at the Paramount home office.

Sabinson has had a diversified background in the entertainment and literary worlds. He most recently supervised the writing of "The War Lord" at Universal, was assistant to producer Charles K. Feldman, and for three years was a producer at Columbia Pictures.

## AA Promotes Levin

NEW YORK—Nat Nathanson, vice-president and general sales manager, Allied Artists, announced the promotion of Detroit branch manager Nate Levin to the post of district manager, covering the Detroit, Cleveland and Pittsburgh exchanges.

Levin entered the film industry in 1943 with Warner Brothers in Boston. He joined Allied Artists in 1945 in Boston as city salesman. In 1954, he became branch manager in Detroit.

## Sion Resigns AIP Post

NEW YORK—Jeffrey Sion, American International Pictures' European sales supervisor, has announced his resignation from the organization, said David D. Horne, vice-president in charge of foreign distribution.



## Detroit Invades "Disneyland" In Family Film Project

DETROIT—John Finlayson, entertainment editor of The Detroit News, reports that a prominent Detroiters has embarked on a project to break into big time movies. The territory he has chosen has been of recent years the almost exclusive province of Walt Disney.

The gentleman in question is Steve Booth of the famous newspaper family associated in the founding of the News. Booth himself has long been active in advertising and the production of tv commercials and business shorts. Booth was also a co-founder of Impressario Magazine, which was sold last year.

A producing partner is Frederick G. Bahr, attorney and a neighbor of Booth's in suburban Bloomfield Hills.

While there have been no boastful budget comment on the 90-minute adventure feature, it is equally obvious from the careful preparations that this will not be a fast-buck quickie.

The property obtained is the movie right to "Brighty of the Grand Canyon," a children's story by Marguerita Henry, which won the William Allen White Award. Working title of the picture is "Brighty."

Brighty is a real being—a burro owned by the authoress of the book, who will star as himself.

Joseph Cotten has been signed for the lead.

Writing and directing is Norman Foster. Adding to the Disneyesque touch, Foster directed "Davy Crockett." Probably another reason for the former actor's choice was that it was he who scouted the location for Disney for "Ten Who Dared" in the Grand Canyon of Colorado (which as we all know is in Arizona), and which is where "Brighty" is being shot.

Others thus far signed are Dick Foran and Pat Conway of tv "Tombstone Territory" fame.

Sidney Blackmer was sought to play Theodore Roosevelt, but has other commitments.

An important part goes to an unknown, Dandy Curran, the 12-year-old son of a former Miss America, who is now a school teacher.

Assisting Foster and supervising Brighty the burro is Jack Church, who operates mule and horse concessions in Grand, Zion, and Bryce canyons.

Schedule for filming and scoring is estimated at 28 weeks.

Booth says agreement has been reached with "a major distributing company" to release "Brighty" early in 1966.

## Shaw To Electronovision

HOLLYWOOD — Edward Shaw has been named by Bill Sargent to head the public relations and exploitation department of the Electronovision Corp.

Shaw, associated with the McDermott Co. for the past four years, resigned two weeks ago as account executive handling the "Bonanza," "Bewitched" and "Gomer Pyle" programs, and the Electronovision account.

Headquartering at Electronovision's offices on Sunset Boulevard, Shaw will report to Martin Roberts, Electronovision vice-president in charge of advertising, publicity and promotion.

Shaw is currently engaged in the advance exploitation campaign of Electronovision's "Harlow."

## The NEW YORK Scene

By Mel Konecoff

THIS IS FOR RABBITS: THEY'RE MAKING A PICTURE CALLED "PROMISE HER Anything" in London, starring Robert Cummings amongst others. Now as most everyone knows, Cummings is a health food fan, who also doesn't smoke. The script called for him to smoke a pipe. This created all kinds of problems until someone discovered that there was something for pipe smoking called Hinkley's Smoking Mixture. It's made of lettuce leaves instead of tobacco, and now he can stay healthy and smoke at the same time.

Smokers of America, unite against this leafy invasion or next thing you know, they'll be pushing you onto watercress cigarettes and cabbage-leaf cigars.

THIS IS FOR AGENTS 006 AND 008: DO YOU GUYS KNOW THAT YOUR COL-league, 007, otherwise known as Sean Connery, has to battle five man-eating sharks in a swimming pool yet in his latest film, "Thunderball," being filmed in Nassau? The producers had a bit of added expense because of this sequence. First, they had to enlist the aid of a skilled team of shark hunters from Miami Beach's Seaquarium. They delivered five huge tiger sharks caught off Nassau's reefs at a cost of \$500 per shark.

British stuntman Bill Cummings, who plays a SPECTRE rat and who is supposed to be devoured by the monsters, took one look at the boiling waters of the pool and staged a one-man strike. "Me get in with those things?", he questioned with a quaver, "Not for love or money." A few moments later, after a short talk with the producers that added \$300 to his day's pay, Cummings changed his mind. "After all," he philosophized, "taking risks is my job, but I thought playing shark bait had to come higher than an ordinary action fall."

Looking at the pool, director Terence Young mused, "It's too bad we can't get our producers in there." But they have the last laugh as they lug the profits from their 007 screened adventures to the bank.

THE METROPOLITAN SCENE: JACK WARNER ANNOUNCED THAT HE'S BOUGHT the screen rights to a play, "Wait Until Dark," a melodrama in which Anne Bancroft will star on the Broadway stage next season. Whether this influenced his buying the property or not, we do not know. What we do know is that Bancroft's agent reports to us that Anne Bancroft will return to the Broadway stage next season with Jason Robards in Michael Cacoyannis' production, "The Devils," to be presented by Alexander H. Cohen. This is based on Aldous Huxley's book, "The Devils of Loudon." . . . Ed Schreiber, president of Thailia Films and winner of the Academy Award for his short subject, "Casals Conducts," spoke on the problems of the independent film-maker as a guest lecturer at the film economics course at Columbia University's Center for Mass Communications. Mike Mayer conducts the sessions in the absence of Arthur L. Mayer. . . . Over 400 heard director-producer-writer Ernest Pintoff lecture at the School of Visual Arts the other evening. Wonder whatever happened to his "Harvey Middleman, Fireman," which Columbia was supposed to release. . . . Ralph Hetzel, acting president, Motion Picture Association of America, had an article entitled "Motion Picture Industry Must Fulfill Demands of Discriminating Film-Goers" in the 1965 Year Book of the New Jersey Secondary School Teachers Association. Wonder if he illustrated with some of his talented artistic endeavors. . . . Aside to Emery Austin: So, how's Chapel Hill on a Sunday? . . . Producer Ike Zingarman changed his name back to Italo Zingarelli. The original switch was for the purpose of making "Gunmen of the Rio Grande," a western which was filmed in Italy starring Guy Madison. He thought it gave the whole thing more of a western twang. Allied Artists is releasing. . . . The Parachute Club of America has joined forces with MGM to help promote "Operation Crossbow" through the organization's 115 affiliated clubs throughout the country. We can just visualize advertising-publicity director Dan Terrell shrieking "Geronimo" as he makes the inaugural jump on a Sunday over Philadelphia. . . . Paul M. Heller, president of MPO Pictures, has retained the publicity services of Marion Billings Associates, to help promote "Moonbark," an original screenplay by novelist Joseph Heller, who wrote "Catch 22." The new venture is a satirical comedy set in New York's art world and will be directed this fall by Argentina's Leopoldo Torre-Nilsson here. . . . BV's Charlie Levy sends over an empty cup decorated with monkeys for "The Monkey's Uncle."

## Boston Exhibitor Group Maps Circuit Expansion

BOSTON—Twin Drive-In Theatre, located in Wellington Circle, Medford, Mass., has been purchased for what is reported to be a record price for a drive-in theatre in New England. The new owners are a well known group of Boston theatre men: Robert Waldman, David Dick, Steve Minasian, and Phil Scuderi, and the theatre will be managed by Esquire Theatres.

A spokesman for the group said the purchase of the Medford Twin Drive-In is only the forerunner of what is expected to be a circuit of drive-ins and cinema theatres in newly developed shopping centers throughout the east.

They have already started construction of a new twin cinema in the Gansett Shopping Center on the East Providence-Pawtucket, R. I., line and expect to commence building

another cinema theatre shortly on Soldiers Field Road in Brighton, Mass., suburb of Boston, next to the Sammy White bowling alleys. Negotiations have also been completed for a twin cinema in a newly developed shopping center in Taunton, Mass.

The new company has plans for the development of a modern shopping center including a twin cinema in Seekonk, Mass., where they have purchased a 20-acre tract of land, bounded by the new Interstate Highway 195, Routes 114A and 6. They point out that this location is only five minutes from downtown Providence, R. I., and with the completion of the new Interstate Highway 195 to Fall River, Mass., and New Bedford, Mass., they will be within easy driving time of both of these major cities as well as the entire metropolitan Providence, R. I., area.



# LONDON Observations

By Jock MacGregor

A PRODUCTION TREND THAT IS ON THE INCREASE HERE IS THE ALL LOCATION picture. This is not necessarily an economy move. Indeed, many could be made cheaply on a good studio deal, which would include camera, sound and lighting equipment, offices, cutting rooms, and many services, and would save heavy rentals and charges. In turn, labor has to be paid traveling time and fares and fed. To the advantage of the producer is a relaxation of overtime conditions.

Anglo Amalgamated's David Deutsch, 39-year-old son of the Odeon Theatres founder, Oscar Deutsch, is an enthusiast for this style of production. After his experiences with "Nothing But The Best," he became a convert, and has now completed "Catch Us If You Can," which Warners will release in America with Dave Clark starring. Over lunch, he told me of the advantages. With a studio, he claimed that he had to budget according to the importance of a scene and cited a bank sequence. This he had shot in his own West End bank after hours (mustn't it be wonderful to be so honored a customer?) and got a wonderful feeling and production value on the screen. In a studio, he would have had to make do with a couple of "flats" and a counter.

In turn, he believes that location shooting not only adds to authenticity but helps the artists. He recalled shooting on one cold morning when it was unnecessary for the cast to act around a hot stove—they welcomed the warmth naturally! He has not budgeted a picture both for studio and location shooting, but there is no doubt about which he prefers. However, it will be a studio for his next: "Lock Up Your Daughters." This is a period romp, and with the street scenes needed, he believes that specially built exterior sets on the lot are the answer.

But location shooting has its problems. From Southwest Africa comes a report of a five hour sandstorm sweeping the Cy Endfield-Stanley Baker unit making "Sands of Kalahari" for Joe Levine. The portable toilet took off and hasn't been seen since. Also missing is the tea urn which was hurled over a 300 foot cliff. Since this is a British picture, that could easily have caused an industrial dispute with a less dedicated company.

IT IS INCREDIBLE HOW MANY PEOPLE STILL SCREAM FOR THE CREATION OF a third release without really considering the practicability of the suggestion or the demand. Protagonists must wake to the fact that the present situation has come about through the lack of suitable product and sufficient audiences to keep more theatres operating. While there is no question about the support for the good pictures—"Mary Poppins" is challenging "Goldfinger"; "Lawrence of Arabia" has given BLC its best London release; and "She" is making Jim Carreras very, very happy—it cannot be hidden that many exhibitors and managers are more than worried about the current releases that are available for only two and not three weekly releases. For the May 2 week, the Rank release was "Good Neighbor Sam" and "Baby, The Rain Must Fall," but many circuit and independents have opted out. Some are giving first runs to Roger Vadim's "La Ronde," but more have gone for those old faithfuls, "Tom Jones," the James Bond trilogy, and "North by Northwest" (one of the hottest reissues). Indeed, few go for pictures which do not get Rank or ABC circuit releases. "Two Left Feet" and "Ring of Spies" shot many moons ago, are now going out as a unit program.

CONFIDENTLY BELIEVING THAT "SHIP OF FOOLS" IS AMONG HIS BEST EVER, Stanley Kramer breezed into town to host a special screening for its European stars, Vivien Leigh, Simone Signoret, and Oskar Werner. Over a drink with the trade press in his Savoy suite, he confided that he hoped that once they had seen it they would support him by making personal appearances. The European premiere will be in Paris in late September, but the theatre has not been finalized. Stanley is cockahoop that "Mad, Mad World" will gross \$35,000,000 first time round and that Arnold Picker has got six times normal for the Russian rights. He will next make "Andersonville" for Columbia.

THE FILM PUBLICISTS GUILD MONTHLY LUNCH HONORED HARRY PEASE AND Ken Allen on their relinquishing after many years the posts of honorary secretary and honorary treasurer respectively. The latter revealed such surprise on being presented with a check that the wits wondered if there were the funds to cover it. . . . R. I. Godfrey, 29, has followed in the footsteps of his father and grandfather by being elected chairman of the north west branch of the Cinema Exhibitors Association. . . . Howard Kent and Donald E. Nash announce that Accolade Productions is operating with Harry Horner's Enterprise Films of Toronto and New York. . . . Max E. Youngstein's "Fail Safe," following an outstanding press, has been transferred to the Gala Royal as the Columbia is committed for Jack Le Vien's "A King's Story." . . . The French Government's 104 page report on the cinema in France concludes: "The cinema no longer has the near monopoly of popular entertainment. It still provides entertainment for some, but it has lost its novelty for others." It recommends the creation of more cinemas, the preservation of existing ones, modernization, improving publicity and advertising, a variable booking policy to suit halls, a greater flexibility in admission prices, improving the public's image of the cinema, and widening the range of subjects filmed. Thirty-six per cent of the French people go to the films at least once a month—75 per cent in the 15-24 age group—and 72 per cent of those questioned considered the cinema inexpensive. . . . British cinemas will now have to take \$980 weekly before being liable for payments into the Eady Fund.

## General Cinema Dividend

BOSTON—The board of directors of General Cinema Corporation has declared its 20th consecutive regular 12½ cent quarterly

dividend payable June 10 to shareholders of record on May 25, Richard A. Smith, president, announced.

## Fox Latin American Execs Pledge Boost In Sales

BUENOS AIRES—The 20th Century-Fox Latin American sales and advertising-publicity executives attending the company's second annual sales convention here pledged a one-third increase in sales for the coming year to David Raphel, 20th-Fox International vice-president.

Francisco Rodriguez, Latin American supervisor, stated that the company's present quality production program justifies this optimistic goal and promised that it will be attained.

The Buenos Aires conference is being conducted under the theme "1965-66, 20th Century-Fox's Golden Year: Our Accomplishment, the greatest line-up of product in our 50-year history—Our Goal, the greatest film revenue in our 50-year history."

Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation, told the delegates that the company is determined to give a Latin American orientation to all of its campaigns in the area. He pointed out that 20th-Fox is the first major distributor to base a publicity department for the area in Latin America.

"Since February of this year," Rosenfield said, "this department, under the direction of Bernard J. Flatow, has been operating out of Mexico City, supplying ideas and material specifically attuned to the needs of these markets."

The executives attended a special showing of "The Agony and the Ecstasy" and a press screening of "The Sound of Music."

They were briefed on the advertising and publicity campaigns for these two roadshow attractions, as well as for 20th-Fox's third roadshow release for the year, "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes."

Later sessions were devoted to a publicity and advertising seminar as well as individual sales and publicity meetings.

The convention, conducted by Raphel, was the second in a series being convened by the company to underscore the unprecedented 1965 product line-up of 35 films. The second annual European and Middle Eastern sales convention was held in March in Paris.

## Marchese Joins MGM

NEW YORK—Bill Marchese has joined the MGM road show department as assistant to Mel Maron, the department's sales manager. He replaces Ken Kurtzman, who has been promoted to assistant branch manager, Boston.

Marchese, a motion picture industry veteran of 36 years, has for the past seven years held various executive positions in the sales department at United Artists.

Kurtzman, who will assume his new post in Boston on May 3, joined the MGM road show department two years ago, after serving as a salesman in New Orleans and a booker in Atlanta and Philadelphia.

## Spiegel Rejoins MPEAA

NEW YORK—Marc Spiegel, who from 1950-1954 was director of the MPEAA Frankfurt office, and from 1954-1958 of the MPEAA Paris office, has rejoined the Association as a staff executive, it was announced here by Ralph Hetzel, acting president.

He will be assigned to the New York office, working on international motion picture and television matters.



## BUFFALO

Jack Sturm, manager, 20th Century-Fox exchange, and Charlie Funk, publicity and exploitation representative, were hosts at a special closed circuit tv program at WKBW-TV to emphasize to Buffalo exhibitors the tv network buy made by 20th Fox over ABC-TV. In addition to Sturm and Funk and exhibitors, local film buyers and ad publicity executives attended. Speaking on the program for Fox was Joseph M. Sugar and Jonas Rosenfield, Jr. Representing ABC were James Duffy and Robert Coe. . . . Harry Lotz, president of the South Buffalo Business Men's Association, and the human dynamo behind the remodeling and reopening of the Seneca, now doing excellent business after being closed for several years, has been appointed by Mayor Chester Kowal as a member of the Committee on Recreation for the Elderly, with his term expiring Feb. 14, 1968. . . . James A. Manuel, manager, Geitner, Silver Creek, in his weekly program mailing is asking his patrons to try their hands at remembering some facts about the films. Questions are printed on entry blanks distributed in the weekly news letter and which must be returned to the theatre. Guest tickets are awarded to those mailing in correct answers on various pictures. Manuel is inviting children to bring their birthday parties to the Geitner on Saturday afternoons. The birthday child receives free admission and a gift from the management. The group must include a minimum of five persons. . . . Frequently chided by friends and associates for his pre-show talks to Circle-Art theatre audiences, managing director Fred Keller got the final laugh the other day when Seven Arts selected the Circle-Art for the North American premiere of the German re-make, "Maedchen in Uniform." Seven Arts regional sales manager Harry Fellerman recommended the theatre because of Keller's speeches and other personal and promotional touches. "Maedchen" now is racking up excellent business at the Circle-Art. . . . The winner of the Buffalo Cinema Club's over-all award for excellence is Patrick H. Capello, North Tonawanda, who received the Bullard trophy at a meeting in the Clardon Motel for his film, "Bell Ringer." . . . Basil J. Basil is now the sole owner of the Varsity Building, which houses the Circle-Art. Basil is president of Basil Enterprises, Inc., and he personally purchased the building from the Basil estate. Fred Keller is manager of the Circle-Art. . . . Sidney J. Cohen, president of Allied Theatre Owners of New York State, Inc., and Mrs. Cohen will attend the National Allied convention on the west coast a week in advance of the Variety International convention, which Cohen also will attend. In the Buffalo delegation attending the world-wide pow-wow May 11-14 in San Francisco will be James J. Hayes, manager, Cinema, past chief barker of Tent 7, and local chairman of last summer's international meet in Buffalo; Thomas W. Fenno, past chief barker, Tent 7; Myron Gross and Mrs. Gross. Myron is manager of the Buffalo branch of Co-Operative Theatres and dough guy for many years of the club; Mrs. Frank B. (Barbara) Quinlivan will lead the delegation of Buffalo Women of Variety to the convention. The delegation includes Kay Mason, Angie Meade, Hattie Sklarsky, Sarah Chirnoff, Janet Cohen, Lola Cohen, and Dolores Stephen. The Women of Variety are staging a cocktail party May 23 in the Tent 7 clubrooms in honor of Gertrude Bleich, who is moving to Los Angeles. . . . Dan Fox, Jo-Mar Enterprises, Rochester, who will manage the new

Towne, which Jo-Mar is soon to open in Rochester, will relieve James J. Hayes as manager of the Cinema in Buffalo while Jim is attending the Variety international convention. Fox will be aided by Russ Tripi, present Cinema assistant manager. . . . A special offering in the summer session division at Canisius College this year will be "The Art of the Cinema." The course will be conducted by Edward F. Jost, assistant professor of English. The lectures will include an introduction to the film, its history, techniques, form, and content. Special attention will be given to such contemporary artists as Fellini, Antonini, and Bergman. Lectures will be held daily from 9 a.m. to 10:15 a.m. beginning June 30. . . . Metro-Goldwyn-Mayer is sending its vintage Rolls Royce to Rochester June 23 as one of the features of the advance promotion campaign for "The Yellow Rolls Royce," scheduled for July showing at the Paramount in Kodak Town.

## CHICAGO

NAC headquarters here are receiving enthusiastic response to their award contest, "Concession Idea Man of the Year," according to Jack O'Brien, chairman of the contest committee. So far, concession managers in 14 states have entered, many theatre managers and owners offering extra prizes to managers who win the Grand Award or one of several merit awards. . . . Alliance Theatre Circuit reports that many of its drive-ins received considerable damage during recent tornados, particularly those in Kokomo, Ind. . . . Better Films Council of Chicagoland held their spring luncheon at the Little Theatre. Mrs. Meredith Brauer and Mrs. George Thompson were co-chairmen of the party. . . . W. R. Drake, veteran film distributor in this territory, has retired. . . . Newly elected officers of Coliseum of Motion Picture Salesmen are George D. Hutcheon, office manager of Warner Bros., president; Jack Armgaro, Paramount, vice-president; and Leon Schur, Columbia, secretary-treasurer. . . . Frank Atlass named director of entertainment of both HMH Publishing Co., Inc., publishers of Playboy magazine, and Playboy Clubs International, according to Hugh Hefner, president of Playboy Enterprises. Atlass, former head of Atlass Productions, will coordinate activities in Playboy Theatres, as well as all other Playboy enterprises. . . . Hull House Film Festival of 1965 begins May 12. It will include a showing of the best efforts of independent filmmakers from all over the world, according to William S. Doan, director of the Film Center at Hull House. Illinois Institute of Technology will host the five-day Festival. . . . Frank A. Ruth, veteran member of Motion Pictures Operators' Union, Local 110, died recently. . . . Oscar A. Brotman and Associates have formed two new companies here: South Shore Amusements, Inc., and North Shore Amusements, Inc. . . . "A Stranger Knocks," the Danish film that successfully fought an up-hill censorship battle, was granted an exhibition permit here. Leon H. Despres, alderman, filed an ordinance with the city clerk to abolish film censorship by the city. Mayor Richard J. Daley and his corporation counsel contend that the Supreme Court's decision concerning "procedural safeguards" did not affect the city's censorship law. . . . Marie Carlson has organized BIL Releasing Co. to produce and distribute films. . . . Diane De Vry, daughter of Will De Vry, retired film distributor, married Fernand Simard of Montreal, Canada. . . . Chicago installed a 70-mm pro-

jection equipment in their projection booth to handle projection of "In Harm's Way." Otto Preminger, producer-director of the film, persuaded Balaban and Katz management to set aside mezzanine section of the Chicago to provide guaranteed seating for particular patrons at an extra 50-cent charge. Tickets for this special section were sold in advance. . . . Roy Tudor named manager of Elwood Indoor and Outdoor theatres, Elwood, Ind., owned by Syndicate Theatres, Inc., Franklin, Ind. . . . "Wild Seed" will have its world premiere on May 5 at the Playboy. Ben Katz, Universal's press chief, hosted Michael Parks, star of film, and Brian Hutton, director, on advance publicity and press rounds. . . . Chicago's Censor Board reviewed 64 films in February, 24 of which were foreign. The board labeled five films "Adults Only," rejecting none.

## CINCINNATI

F. W. Huss, local exhibitor for over 50 years, is on an extended vacation in Europe. . . . Mike Berger, MGM office manager, celebrated his 40th anniversary with the company at a party given by the office staff. . . . Odis R. Owens, Keith Manager, is a new Kentucky Colonel. . . . Recuperating nicely from recent surgery are Milton Gurian, AA manager, and Mac Borruga, Louisville, Ky., exhibitor. . . . Bill Steinert is new assistant booker for Tri-State Theatre Services. New staff members at Warners include William Spensley, salesman, transferred from the Atlanta exchange; Lynn McEneny, secretary to Ralph Salyer, manager; and Kathy Evans, receptionist. . . . MGM, after more than 25 years at 1625 Central Parkway, is looking for new quarters. The building has been sold to the Schoenling Brewing Co. . . . J. M. G. Film Co. is to book "Second Fiddle to a Steel Guitar" for Victor Lewis, Marathon Pictures, producer of last summer's popular "Country Music on Broadway." . . . The Ladies Auxiliary, Variety Tent Three, was very successful in its charity fund-raising drive at an April dessert-bridge party in Vernon Manor.

## COLUMBUS, O.

Arlene Nadel, daughter of Norman Nadel, former theatre editor of the Citizen-Journal, will appear in summer stock with the Asolo Festival Theatre in Sarasota, Fla. . . . RKO Grand has switched policy temporarily to weekly changes pending opening of the Cinerama feature, "The Hallelujah Trail." The lineup opened with "Lawrence of Arabia" and includes "Die, Die, My Darling," "The Notorious Landlady," "Kiss Me, Stupid," "Mr. Moses," and "Masquerade." . . . James Darren, screen player, will star in person in the Kenley Players' stage production of "Wish You Were Here," the week of Aug. 17 at Veterans Memorial. . . . Loew's Ohio returned to Friday openings with "The Americanization of Emily" following three weeks and two days of "How To Murder Your Wife."

## DALLAS

Interstate Theatres and the Inwood had as their guests 750 teaching nuns from the Dallas-Fort Worth Catholic Diocese for a special showing of "The Sound of Music." . . . Bob Hope was in for a personal appearance at the Southern Methodist University, where ground-breaking was held on the Bob Hope Theatre that will come from his \$302,000 donation. Hope stated that when he was first starting in vaudeville, two of his great Dallas friends were Karl Hoblitzelle, president of Interstate Theatres, Inc., and the



late R. J. O'Donnell, who was vice-president and general manager of the circuit. . . . Arthur Avnsoe, who formerly operated the Chisholm Trail D-I, Grand Prairie, is constructing a new d-i at Woodland Hills, where he is mayor. The 800-car capacity d-i will be called Country Squire and will have a 50x100-foot screen. Avnsoe is in bed at Methodist Hospital after he suffered two breaks in his right leg and was in surgery three hours after an accident at the d-i site. . . . Members of the Women of the Motion Picture Industry elected new officers for 1965-1966. They include Mrs. Juanita White, president; Mrs. Marie Russey and Miss Jo Ann Johnson, vice-presidents; Miss Linda Patterson, recording secretary; Miss Thelma Jo Bailey, corresponding secretary; and Mrs. Dorothy Barbosa, treasurer. The members also voted Miss Rosa Browning "WOMPI of the Year." Miss Browning is retired from regular employment and does many hours of service work for the WOMPI's. . . . Dale Robertson paid a visit to Dallas in behalf of his full length animated cartoon, "The Man From Button Willow," which will open on May 6 at the Casa Linda, Crest, Granada, Preston Royal, and Texas.

## DENVER

"Fifteen Minutes of Terror" could have been the title of the drama going on last week in the office of manager Ralph Batschelet of the Denver, when he picked up the phone and a man's voice said he was holding the theatreman's wife hostage and for him to put all the theatre receipts in a paper bag and take it around in the alley. While an off-duty patrolman, who happened to be in Batschelet's office, attempted to stall the caller until its source could be determined, Batschelet tried to phone his home, and the line was busy. A police cruiser verified that Batschelet's wife was safe and unaware of the drama going on, so police cars descended on the theatre in an attempt to apprehend the extortionist or hoaxer who had by then hung up his phone. . . . R. D. "Red" Erwin, Park Theatre, Walden, Colo., died at the age of 69. He had started as an exhibitor over 25 years ago with a portable circuit, making the rounds of Granby, Hoeney, Kremmling, and Grand Lake, Colo. . . . Pearl Theatre manager John Grey, Buena Vista, Colo., has resigned as Mayor of that town. . . . Plans are coming to fulfillment for the world premiere of Columbia's "Cat Ballou" at the Centre here. Proceeds from the premiere will go to the Larry Tajiri Memorial Fund to benefit aspiring young actors and playwrights of this area as a tribute to the late Denver Post entertainment editor.

In town to discuss booking the combination of "La Bonne Soup" and "The Stripper" was Elmer Hollander, International Classics, who conferred with Fred Bunkelman, 20th Century-Fox branch manager. . . . In Sturgis, Mich., the Sturgis Drive-In has entered the first-run field. It is operated by Mr. and Mrs. Andrew Jensen. . . . Clark Theatre Service announced opening of its 45th account in this area when it took on the Michigan, Flint. Policy is burlesque and double-billed films, with change of stage shows and pictures weekly. The Michigan is operated by Nathan Schwartz. Walter Goryl, Clark office, is booking. Henceforth, the operation will be tagged as "The Michigan Follies." . . . Elton and Mrs. Samuels, Bel-Air d-i, Jackson, Mich., have concluded a difficult 10 months. First, they were hospitalized for months as a result of an auto accident. In April, the concession

of the Bel-Air was struck by lightning and burned to the ground. Samuels cleared the rubble away, and the airer was reopened within five days—without benefit of concession. A herculean effort redesigned and rebuilt the concession, which was opened last week, four weeks after lightning struck.

## DETROIT

The J. L. Hudson Company department stores are opening ticket service departments. There will be one in the main downtown store, and also in the Northland and Eastland shopping centers. When the Westland opens in July it, too, will have one. Included will be hard ticket movie attractions. Houses availing themselves of the service are the Cinerama Music Hatll, Cinerama Summit, and the United Detroit Madison. . . . In Grand Rapids the Paris Township Board has approved the application of Jack Loeks, local exhibitor, for the erection of a drive-in. This is subject to approval of the State Highway Department. Loeks currently operates the Beltline and Plainfield drive-ins and the first-run Midtown here.

## HOUSTON

Don Defore, the actor master of ceremonies for the awards dinner of the Houston chapter of the ARCS April 27. ARCS stands for Achievement Rewards for College Scientist. . . . The Beatles are scheduled to make a personal appearance here on Aug. 19 for two performances. . . . Actors Pat Wayne, Tim McIntyre, and Phillip Alford will probably join James Stewart and Rosemary Forsythe at the June 3 world premiere showing of Universal's "Shenandoah." George Bannan is due in from the Dallas Universal exchange to make arrangements for the premiere showing. The entire troupe is then scheduled to appear in Dallas at the Majestic the following day. . . . The King Center D-I (east side) held an Easter egg hunt sponsored by the South Park National Bank. . . . The Airline D-I admitted all local ladies free whose first name is Charlotte during the showing of "Hush Hush, Sweet Charlotte." The d-i is also admitting youngsters under 12 free when accompanied by their parents. The offer to Charlotte was also good at the Winkler and Pasadena D-I's.

Robert Green has been named manager, King Center D-I. He replaces Foy Myrick, who has been named manager of the new Sharpstown. . . . Hollywood comedian Bob Hope broke ground here for a new 3,000-seat legitimate theatre to be built at a cost of \$3.5 million. It will be leased to In-the-Round, Inc., a California investment group. Other members in the group include Art Linkletter, Edwin Pauley, Fred Levy, Jr., Nick Mayo, and Randolph Hale. . . . Nick Adams was in to plug "Young Dillinger," which has opened a run at the Majestic. . . . Western star Dale Robertson was in on a promotional tour in behalf of his all-cartoon feature, "The Man from Button Willow." The film will have a multiple opening here on May 6. . . . Kim Novak's movie, "Moll Flanders," will have a multiple opening here on June 10. . . . Plans were announced for a multi-million dollar commercial complex, including a major Interstate theatre, on an 18-acre site. The new theatre will be known as the Parkview. It will be a one level structure of contemporary design, and will occupy 12,300 square feet, and will have a seating capacity of 1,200. It will be equipped to accommodate all existing as well as planned projection processes, including CinemaScope. Thompson McCleary is architect for the theatre.

## JACKSONVILLE

Robert Barksdale, owner of the Florida Theatre, Starke, Fla., is shooting for a May 13 grand opening for his new 301 Drive-In, also located at Starke. . . . Tom Sawyer, Florida State Theatres home office head of advertising and exploitation, went into the field for a tour of the circuit's theatres in the hinterlands. . . . Sandra Bunch resigned from the Warner Bros. staff to join her husband Howard, a former 20th-Fox booker, in Lakeland. . . . Marty Shearn, manager of the downtown Center, staged a sneak preview of "A High Wind in Jamaica" at the end of his 12th week with "Mary Poppins." . . . Lawrence Lancaster, night doorman at the downtown Empress, handed Al Hildreth his resignation in order to accept a full-time post as a student guidance counselor with the Lincoln Business College of this city. Lancaster's post was taken by James Gill, who is a male registered nurse during daylight hours. . . . Stephen Tucker has succeeded Robert Kiddy as relief doorman at the downtown Imperial. . . . Kitty Dowell, MGM, has been reelected president of the local WOMPI group for another annual term. Other new WOMPI officers are Edwina Ray, FST, first vice-president; Celia Brugh, Columbia, second vice-president; Sandra Smoot of MGM, corresponding secretary; Mary Hart, FST, recording secretary; and Ida Belle Levey, United Artists, treasurer. Mrs. Hart stated that, in lieu of electing a new board of directors, current chairmen of WOMPI committees will double as board members. . . . The 10th anniversary of the formation of a WOMPI group in this city will be celebrated on Saturday, May 22, at a Founders' Day birthday party to be held on the sands of Jacksonville Beach in front of the home of member Dorothy Zeitlinger. A bikini modeling contest is scheduled as a highlight of the affair, and there will also be surfing contests, land games, and an outdoor barbecue cookout. . . . Art Castner, manager of the suburban Edgewood, opened with the Florida premiere of "The Fool Killer" following on the heels of public appearances made here last month by Anthony Perkins, star of the film. . . . After several setbacks due to holdover dates with "Mary Poppins," Marty Shearn, manager, downtown Center, finally opened his run of "Major Dundee." . . . The hillbilly music of "Kimberly Jim" became the first-run attraction at three local drive-ins operated by Kent Theatres. . . . Bob Pollard, Buena Vista salesman, has begun an advertising campaign on "That Darn Cat," a coming summer release from Walt Disney. . . . Local citizen Jimmy Edmondson, who is Professor Backwards in the entertainment world, rushed from a Mike Douglas television show in New York in time to appear before the Motion Picture Exhibitors convention at Crystal River, Fla., as the main attraction at the MPEOF annual banquet in the Port Paradise Hotel on April 27. . . . Hank Woodward, trainee manager with FST, who formerly managed the Beach, Jacksonville Beach, and the local Capitol, has resigned to take a post with the State Industrial Commission. . . . A summer-long series of morning kid shows have been put into the hopper for the downtown Florida and the suburban Edgewood and Capitol.

## MIAMI, FLA.

Krag Collins, manager, North Dade Drive-In, was first prize winner in Wometco Theatres' quarterly "Manager-Plus" contest. . . . Sympathy was extended to Hal Hornstein, Joe Hornstein, Inc., in the sudden passing of



his mother, Mrs. Ethel Hornstein, 75, in Miami Beach. . . . Randy Covington is now managing the Essex, Hialeah; Alfred Caldwell is manager, Surf, Miami Beach; and Paul Haggerty is at the Plaza, West Hollywood, following the resignation of George Jensen. . . . Plans have been formulated for Wometco's 11th annual Summer Movie Club shows to start as soon as school is out and run for 12 weeks. The show was such an overwhelming success last year at the Palm Springs that both a morning and an afternoon Summer Movie Club show will be held each week there. . . . Mrs. Edward Melniker is newly-elected president of the Variety women's committee. Variety Club Tent 33 has moved to new headquarters in the Everglades Hotel. Miami's Tent has been asked by Great Britain's Royal Household to display the Gold Churchill Commemoration medallion, one of 50 struck by order of the Queen. . . . Embassy Pictures' Joseph E. Levine was hosted at Miami Beach by Mayor Melvin J. Richard and publicist Hank Meyer. The vacationing producer talked over possibilities of his making films with the two men in Miami Beach. "You've got plenty of glamor, plenty of excitement, and there's plenty of money down here. You're missing a few mountains here, but we could put those in," Levine declared. Meyer advised Levine that adequate studio and facilities were available if Levine wanted to build within the jurisdiction of the City of Miami Beach. . . . A billionaire cast of extras—a crowd of Palm Beach and Bahamas socialites—ventured to Hog Island, Nassau, to appear in a casino scene for the new James Bond thriller, "Thunderball." For a lark and 500 pounds wages (\$1,400), which they donated to the Nassau Red Cross, the Dior and Givenchy garbed millionaires gathered in the elaborate Cafe Martinique, part of Huntington Hartford's compound and reopened at great expense to the producers, Bramwell Productions, Inc. . . . Four theatre managers won \$25 each for surpassing their March per capita confection sales averages: Paul Haggerty, Surf; Bea Eve, Ace; Yvonne Thomas, Center; and Jimmy Camp, Skydrome Drive-In, Lake Worth. . . . Carl Jamroga, formerly Miracle, Coral Gables, is managing Wometco's new twin, the Park East and West, Winter Park. . . . Prizes have been offered to the theatre manager who exceeds his advance season ticket sales quota by the largest percentage in Wometco Theatres' 1965 Summer Movie Club drive.

## NEW HAVEN-HARTFORD

Twentieth-Fox has firmed up a dual Connecticut premiere of "The Sound of Music" for June 23 at the Perakos Elm, Hartford, and Stanley Warner Cinemart, Hamden Shopping Mart, New Haven. . . . Stanley Warner has new price policy in effect for "Young Adults" at the 70 mm.-equipped, downtown Strand, Hartford, charging 50 cents for children under 12 and 75 cents for children under 16. Heretofore, youngsters 12 to 16 had to pay regular adult charge. Robert Carney, S W resident manager, reports an encouraging initial response. . . . Mrs. Matilda M. Volg Cronin, 66, veteran cashier at Loew's Palace, died at St. Francis Hospital. . . . Tommy Toscano, who played with orchestras in the old Fox, Kenney, and Lyceum Theatres, New Britain, is now living in Rockaway Beach, N. Y., where he still plays trombone, trumpet, organ, accordion, and string bass. Moreover, he leads the American Legion Post band there. . . . The subsequent-run Lenox has redecorated its front and marquee. . . . Bernie Menschell, Pike Drive-In, distributed RCA



Ground breaking ceremonies for United Artists Theatres new de luxe 900-seat theatre in Santa Ana Honor Plaza were held recently at Universal City Studios, Cal., by theatre executives Mark Hendrix and Roy Evans, who brought Maureen O'Hara a spadeful of dirt to turn. She was too busy making a film to make the trip to Santa Ana.

sound track albums to first 10 cars, and RCA single records to next 50 cars attending opening night of MGM's "Girl Happy." . . . A 50-cent ladies plan, in effect for past several years at the S W Capitol, Willimantic, has been expanded to the circuit's State, Manchester. A lady patron accompanied by a man paying regular admission is admitted for half a dollar on Thursday nights as an incentive to downtown Manchester shopping activity. . . . In another precedent-shattering arrangement for a downtown New Haven hard-top theatre, James Darby, AB-PT Paramount, has lined up free parking at the adjacent 1500-car capacity Temple St. Garage. The theatre pays the garage management 35 cents per car. The patron must present parking check at boxoffice when purchasing theatre ticket. Some weeks ago, Al Swett, S W Roger Sherman, put a similar plan into effect for five nearby parking lots. . . . Franklin E. Ferguson, general manager, Bailey Connecticut Theatres, has arranged with a New Haven Rambler dealership for free use of a courtesy car during engagement of Warners' "My Fair Lady" at the Whalley. The vehicle, appropriately bannered, carries theatre personnel and visiting celebrities.

## NEW ORLEANS

William X. Sanford, 69, projectionist for several years in the employment of Paramount Gulf, Shreveport, La., theatres, died following a heart attack. He was a member of Shreveport's Local 298, IATSE. . . . The Pine Drive-In, Leesville, La., is undergoing a face lifting and installation of an aluminum surfaced screen. . . . Gulf States Theatres extended their drive-in operations to Arkansas with the taking over of the Number Seven underskyer at Eldorado, Ark., from G. W. Jones. . . . United Artists branch manager Gene Goodman and salesman Charles Pabst and Maurice Artigues attended the recent company's division meeting in Dallas. . . . Mrs. Lillian Sherrick, Motion Picture Advertising Service, was elected president of Women of the Motion Picture Industry of New Orleans for the 1965-66 terms. Others named to office were Mrs. Doris Stevens, Warner secretary, first vice president; Mrs. Shirley Eagan, Exhibitors' Poster Exchange secretary, second vice president;

Mrs. Elizabeth B. Browne, Richards Center, recording secretary; Mrs. Yvonne Brockhoeft, Warners secretary, corresponding secretary; and Mrs. Imelda Giessinger, Richards Center, treasurer. . . . WOMPI Alma Lee Maholland is back at work at Motion Picture Advertising Service after several weeks absence due to an injured leg in a fall. . . . S. J. Bouregois recently acquired the operation of the Hut, Marrero, La. . . . August H. Douglas, Jr., New Orleans, was the 100,000th person to purchase a ticket to see Warners "My Fair Lady" at the Saenger. He was rewarded with guest tickets, an evening out on the town with his wife; and a weekend at a Gulf Coast resort. The promotion received radio and newspaper coverage and was in cooperation with Radio Station WWOM. . . . Sal Guiffri closed the Lobe, Long Beach, Miss., indefinitely. . . . Earline Dupuis, United Theatres home office staff, is back at work after a month's absence recovering from surgery. . . . Joanne May, daughter of Joe Moll, National Screen Service office manager, and James O'Neill were married. . . . Martha Froeba returned to her film booking duties at Columbia Pictures after a 10 day illness. . . . Gulf States Theatres will kick off its seasonal managers' drive on May 16. It will run through Sept. 11. A grand prize will be awarded to both the manager of conventional theatres and the winning manager of drive-ins. . . . The 2,000 car Westgate Drive-In, Kenner, La., opened. It is owned by Ernest Landaiche and Joy N. Houck.

## PHILADELPHIA

Dave Rubin, manager, Studio, suffered a stroke and is confined to West Park Hospital. . . . Manny Youngerman was named district manager for Seven Arts Pictures, which has opened offices at 303 North 13th Street. . . . Variety Club Tent 13's eighth annual Old Newsboys Day in co-sponsorship with The Philadelphia Inquirer has been set for June 18; and volunteer enlistment registrations are now being sought to sell the "Happiness Edition" for the benefit of handicapped children. . . . United Artists booker Elizabeth 'Mickey' Marrandino is resigning after a long association with the exchange, during which she made many friends, who were sorry to learn of her retirement.

## SAN ANTONIO

The U. S. premiere of "Kimberly Jim," starring the late Texas-born country-western singer Jim Reeves, was held at the Texas on April 29. The picture was made in South Africa before Reeves' tragic death in a plane crash in Tennessee last July. Among those present at the opening were B. J. Edele, New York, vice-president of Embassy Pictures, which is releasing the film in the United States; William O'Donnell, Dallas, head of Cinema Art Theatres; Mrs. Mary Reeves, Nashville, widow of the singer; B. J. McCombs, president elect, San Antonio Chamber of Commerce; and Tom Powers, city manager, Cinema Arts Theatres. Disc jockeys from KBER originated their programs throughout the day from a specially built studio in the lobby of the Texas. . . . Nick Adams, star of "Young Dillinger," was a visitor here in behalf of the film, now showing at the Majestic. . . . Two horror movies were shown at the Empire last Saturday morning in the second program presented by radio station KUKA. An empty package of a Facs product was the price of admission. Free prizes including records to the first 200, transistor radios, a boy's suit,



and a girl's dress were among the prizes. . . . Tom Powers, city manager, Cinema Arts Theatres, has booked the new Elvis Presley movie, "Tickle Me," for a June date at the circuit's Texas. . . . The annual school safety patrol awards program at the Majestic was spread out over two Saturdays, with 12,000 youngsters expected to attend. Each will have a feature-length movie, plus cartoons. After the movie, 35 trophies and 40 framed certificates will be awarded to the elementary schools having exceptional school crossing records. About 5,000 graduating students who have been safety patrolmen will receive special certificates of service. . . . KUKA, local Spanish language radio station, will originate a weekly series of programs from the stage of the National each Saturday afternoon beginning at 3 p.m. The series will feature two local musical groups in a "battle of bands" contest. . . . The monthly Pepsi-Cola kids show was held at the Texas. Admission was six Pepsi bottle caps. The screen program featured "The Three Stooges in Orbit," plus a cartoon and free prizes. . . . A "Harlow Girl Contest" is being conducted by the Woodlawn, radio station KTSA, and the San Antonio Express and News. The contest is being conducted in conjunction with the opening of "Harlow," the Electronovision Theatrofilm starring Carol Lynley. Contestants will appear before a panel of judges at the Woodlawn on Saturday, May 8,

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## BOOK THOSE SHORTS

**PHILADELPHIA:** Carl Reardon, Universal's popular sales manager in this territory, is asking exhibitor friends to come to the aid of Woody Woodpecker and the rest of Universal's short subjects line-up with bookings before the end of the current sales drive. May 29 is the deadline and the local branch is looking forward to finishing high in the race.

and the Harlow Girl and two runners-up will be selected on the basis of beauty and personality. All contestants will see a sneak preview of a movie never before shown in San Antonio. The top winner will receive five valuable prizes which includes a 100 per cent human hair blonde Harlow wig valued at \$350, a \$150 diamond type necklace, a \$150 wardrobe, an all expense paid trip to Houston for three days, and a three-day paid vacation at the Lost Valley Guest Ranch at Bandera. The two runners-up will receive the three-day trip to Houston and the three-day stay at Lost Valley Guest Ranch.

## WASHINGTON

The Women of the Motion Picture Industry, International, Washington, D. C., have elected the following new officers for the 1965-66 term: Catherine Murphy, president(MGM); Margaret Hillier, first vice-president(Sidney Lust Theatres); Patricia Gormley, second vice-president(Motion Picture Assn.).

Sam A. Galanty, mideastern and southern division sales manager, Columbia Pictures, left for a visit to his New Orleans exchange on a series of business meetings. . . . Sid Zins, publicity representative for Columbia Pictures, was busy making arrangements for the personal appearance of Alex Cord, star of the new Columbia picture, "Synamon." Cord will meet the drama critics at a luncheon and then make the rounds of local radio and television stations. . . . Robert Mitchum, star of "Mister Moses," included Washington, D. C., in his "safari," making personal appearances plugging the comedy-adventure, filmed in Kenya, East Africa. "Mister Moses" will be a summer attraction at the Town. . . . "Uncle Dave" Ginsburg, Sidney Lust Theatres, finally put on the annual Easter Egg Hunt his firm sponsors in Magruder Park, Hyattsville, on Saturday, April 24, after postponing the event from the previous rainy Monday. It was the 30th annual event for this popular children's outing.

## McCarthy Joins U.S.A.

**CHICAGO**—Bernard McCarthy, 40-year veteran of motion picture distribution, has been named as the new head of the Chicago sales office for United Screen Arts, according to Sidney Cooper, national sales manager. McCarthy replaces George Lefko, who has joined Magna Pictures.

McCarthy has been a branch manager for RKO, United Artists, Eagle-Lion, and Republic in Des Moines, St. Louis, Denver, and Kansas City.

## Tors Expands Fla. Studios

**MIAMI, FLA.**—Board chairman Ivan Tors announced a one-million dollar expansion program for the Ivan Tors Studios based in North Miami. The plan includes construction of two new sound stages covering 22,000 square feet and calls for construction of new executive offices.

## Treble Damage Trust Suit Filed By. La. Drive-Ins

**NEW ORLEANS**—Woolner Theatres, Inc., operator, Airline Drive-In, and Drive-In Movies of Louisiana, Inc., operator, Jefferson Drive-In, filed a \$2,100,000 anti-trust suit against Buena Vista, Paramount, Columbia, MGM, 20th Century-Fox, United Artists, Universal Film Exchanges, RKO Theatres, Inc., A B-Paramount Theatres, Inc., Loew's Theatres, Inc., and Warners, alleging a conspiracy since 1946 to prevent the plaintiffs from receiving product on a first run basis although their theatres were capable of exhibiting pictures on that basis.

The suit charges that the conspiracy has operated in a way that the distributing defendants have favored the exhibiting defendants in the distribution of motion pictures. By the conspiracy, the defendants are charged with domination of the distribution of films in the New Orleans area and relegating the plaintiffs to an inferior position.

Woolner Theatres claims to have been damaged in the amount of \$500,000 and Drive-In Movies of Louisiana in the amount of \$200,000. Both seek treble damages under the Sherman Act.

## MGM Signs Sophia Loren

**MADRID**—Sophia Loren is to star in two more important films for MGM following the recently completed "Lady L," it was announced by Robert H. O'Brien, president of Metro-Goldwyn-Mayer.

The two films, "Gabriella" and "Mother Cabrini," will follow each other into production within the next six months, and both will be produced by Carlo Ponti, who also produced "Lady L." Henri Verneuil, one of France's top movie-makers, has been selected to direct "Gabriella."

O'Brien, accompanied by Maurice Silverstein, Robert Weitman, Dan S. Terrell, and Arvid Griffen, came to Madrid from Paris where Ponti and director Peter Ustinov screened "Lady L."

## Rizzoli Names Chi Rep

**NEW YORK**—Irving Sochin, vice-president of Rizzoli Film Distributors, Inc., has announced that Moe Dudelson is now representing the firm in the Chicago exchange territory.

Rizzoli representatives in other areas of the country are Dominant Films in Atlanta, Charlotte, and Jacksonville; Fortune Films in Albany, Boston, and Buffalo; Alan Strulson in Philadelphia; Joe Gins in Washington; Lomac Films in Minneapolis; and Emerson Films in San Francisco, Los Angeles, Denver, Salt Lake City, Portland, and Seattle.

## AB-PT Dividend Set

**NEW YORK**—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board of directors declared the second quarterly dividend of 35 cents per share on the outstanding common stock, payable June 15 to holders of record on May 21.

## UA Names Art Director

**NEW YORK**—Donald E. Smolen, veteran advertising illustrator and designer, has been named United Artists art director by UA vice-president Fred Goldberg. Smolen replaces Paul Grosz, who was appointed UA advertising manager.



# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which  
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Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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SECTION TWO

Vol. 73 No. 16

MAY 12, 1965

## AMERICAN-INT.

### The War Of The Zombies

MELODRAMA  
85M.

(6502)

American International  
(Color-Scope)

(Italian-made) (Dubbed in English)

**ESTIMATE:** Another Italian spectacle for the program.

**CAST:** John Drew Barrymore, Susi Andersen, Ettore Manni, Ida Galli, Philippe Hersent, Mino Doro, Ivano Staccioli, Matilde Calnan, Giulio Maculani. A Galatea Production; directed by Giuseppe Vari.

**STORY:** Once upon a time in far-off Armenia, John Drew Barrymore was a magician-priest who served a cruel and blood-thirsty one-eyed goddess kept in a hidden cave. When an Armenian treasure captured by the Romans is stolen and large numbers of Roman soldiers mysteriously disappear, Centurion Ettore Manni is sent to Asia Minor to investigate. He soon learns that the Roman emissary is a traitor who believes that Barrymore will give him the missing treasure when a revolt engineered by Barrymore is successful. The emissary's dissolute young wife, Susi Andersen, goes on the make for Manni, who only has eyes for her beautiful slave girl, Ida Galli, who acts as a go-between for Andersen and Barrymore while in a hypnotic trance. Manni discovers Barrymore's secret cave, but is taken prisoner. Galli is permitted to help him escape, and he accuses Andersen's husband of his crimes. At the instigation of Andersen, her husband is murdered, and Manni is accused of the crime. He escapes again, however, and learns that Barrymore, with the aid of his magic and the idol, has turned the missing Roman soldiers into zombies which when reactivated prove to be invulnerable warriors. When Barrymore is slain, his power over the zombie minions ends. The Romans are victorious over the zombies. The idol is destroyed, order is restored, and Manni and Galli prepare to wed.

**X-RAY:** This unbelievable fairy tale has some things in its favor and will do as part of the program in most indiscriminating situations. The wide screen and color are assets, as is the dubbing. Large scale production employing the usual thousands of extras and plenty of action are plus factors. The name of John Drew Barrymore will help, although he is guilty of scenery chewing, which he could hardly help in the role he portrays. The women are beautiful, and the zombies, given a horrible bath in a dark blue haze of a special effect intended to give them a more hideous appearance, are, to say the least, awesome. With it all, this does emerge as fairly entertaining, one-eyed idol, blinding light rays, and all.

**AD LINES:** "Warriors Of The Damned"; "The Undead Cross Swords With The Living!"

## COLUMBIA

### Cat Ballou

COMEDY WESTERN  
96 M.Columbia  
(Color)

**ESTIMATE:** Off-beat western is cute and comic.

**CAST:** Jane Fonda, Lee Marvin, Michael Callan, Dwayne Hickman, Nat King Cole, Stubby Kaye, Tom Nardini, John Marley, Reginald Denny, Jay C. Flippen, Arthur Hunnicutt, Bruce Cabot. Directed by Elliot Silverstein; produced by Harold Hecht.

**STORY:** Jane Fonda was educated to be a school teacher, and en route home to Wolf City on the train, she inadvertently helps rustler Michael Callan get away from a sheriff's custody after his uncle, Dwayne Hickman, distracts him. She reaches the ranch to find that her father, John Marley, has been threatened, and the only one there to help out is a modernized Indian, Tom Nardini. When gunman Lee Marvin shows up, she is frightened and goes into town seeking help. She comes across Callan and Hickman, who reluctantly offer their services. She also writes to a has-been gunfighter, a victim of alcohol, also Lee Marvin, and asks him to come and help protect her father. The latter is killed by gunman Marvin, and this turns Fonda into a vengeance-seeking hell-cat, who is determined to get even with the Wolf City Development Corporation. They stage a train robbery, taking the payroll bound for Wolf City. Later, she confronts Reginald Denny, wealthy leader of the Development Company, they struggle, and he is accidentally killed. Marvin faces Marvin and the gunman-killer is fatally shot. Fonda is sentenced to hang, but her gang rescues her and they ride off.

**X-RAY:** This has some of the elements found in nearly all westerns, such as good guys vs. bad guys, gun play, vengeance, etc. It also contains singing troubadors Nat King Cole and Stubby Kaye, who wander through the film tying the story ends together musically; it's got a funny Lee Marvin playing two roles that are out of this world; also a kookie Indian; etc., etc. The story is standard, but it's been given some unusual touches which could result in appeal to audiences other than those which go strictly for westerns. The acting is good, as are the direction and production and the use of color helps. The screenplay is by Walter Newman and Frank R. Pierson based on a novel by Roy Chanslor. It's far-out and should appeal to the younger set.

**TIPS ON BIDDING:** Higher program rates.

**AD LINES:** "The Funniest Western Ever

Made"; "An Action-Packed Fun-Fest That's Different In Every Way."

### Ship Of Fools

DRAMA  
150M.

Columbia

**ESTIMATE:** A shipload of strangers on a voyage provides interesting film fare.

**CAST:** Vivien Leigh, Simone Signoret, Jose Ferrer, Lee Marvin, Oskar Werner, Elizabeth Ashley, George Segal, Jose Greco, Michael Dunn, Charles Korvin, Heinz Tuchmann, Lilia Skala, Barbara Luna, Christiane Schmidtmer, Alf Kjellin, Werner Klemperer, John Wengraf, Olga Fabian, Gila Golan, Oscar Beregi, Stanley Adams. Produced and directed by Stanley Kramer.

**STORY:** In 1933, a number of passengers are aboard the German ship, Vera, as she leaves Vera Cruz, Mexico, heading for Bremerhaven, Germany. These include Vivien Leigh, a divorced Virginia belle fleeing middle age; Lee Marvin, a fading ball player from Texas; Elizabeth Ashley and George Segal, young American artists who are occupying separate cabins to see if their attraction is anything else besides sex; ship doctor Oskar Werner, who has a bad heart; ship captain Charles Korvin, bored with the usual assortment of character-passengers; Jose Ferrer, an anti-Semitic publisher, who likes what is happening to the Jews in the homeland; Heinz Ruchmann, a Jewish seller of religious articles against whom much malice is directed during the voyage; Christiane Schmidtmer, Ferrer's girl friend; a Spanish dance troupe, whose girls are not averse to picking up extra money entertaining male passengers; Gila Golan, a young girl restricted by her parents as to manner and dress, who despairs of ever interesting boys; John Wengraf, an invalid in a wheel chair cared for by a penniless nephew, who is supposed to inherit his money; Alf Kjellin, separated from his wife; childless professor Stanley Adams and his wife, Lilia Skala, who take a pampered bulldog along wherever they go; Olga Fabian, a kindly widow; Michael Dunn, a puckish dwarf, etc. In Cuba, the ship picks up hundreds of sugar cane workers being sent home to Spain because of a crisis in the market. Another boarder is Simone Signoret, Spanish noblewoman being sent to an island as a political prisoner. She asks Werner for something to help her sleep, and he recognizes that she is a dope addict. He helps her and falls in love with her. Each encounters adventures of a sort. After Signoret is taken off, Werner has a fatal heart attack. As the vessel docks, the passengers disperse, and the journey is over.

**X-RAY:** Producer-director Stanley Kramer plays the part of a puppeteer quite successfully here as he manipulates actors across a giant set, a ship. He does it in properly varying degrees of mood and circumstance. The viewer is not allowed to settle down with any character for any excessive length of time as Kramer shifts and moves his pawns hither and yon according to dramatic dictates. The result is an interesting, if a bit



overlong film that should hold the attention of spectators pretty well for the most part. Of course, some of the characters are more absorbing than others, and audience interest rises or falls accordingly. Performance-wise, the actors have a ball detailing their meaty assignments, and they all come off with credit. The direction and production values are superior, and public interest should be responsive and deep. A top campaign could create the want-to-see, and what is seen should be liked for the most part. Abby Mann wrote the screenplay, based on the novel by Katherine Anne Porter.

TIPS ON BIDDING: Higher bracket.

AD LINES: "Adventures, Drama, Romance On The High Seas As A Ship's Passengers Reveal Themselves, Their Dreams, And Their Basic Desires."

## Synanon

Columbia

DRAMA  
107M.

ESTIMATE: Gripping, well-made drama on effort to aid drug addicts.

CAST: Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord, Richard Conte, Eartha Kitt, Barabara Luna, Alejandro Rey, Richard Evans, Gregory Morton, Chanin Hale, Casey Townsend, Larry Kert, Bernie Hamilton, Mark Sturges, Lawrence Montaigne, Patricia Hudson, and residents of Synanon House. Produced and directed by Richard Quine; screenplay by Ian Bernard and S. Lee Pogostin.

STORY: Edmond O'Brien (Chuck Dederich) is founder of Synanon House, where drug addicts try to help each other to break the habit and rejoin the human race. O'Brien is faced with many problems, among them a jail sentence for zoning law violations and a California order that parolees living at the house be dismissed. Among the latter are Chuck Connors and Alejandro Rey. Addict Alex Cord comes to Synanon for help, and former prostitute and addict Stella Stevens is assigned to help him over the early and roughest stages of withdrawal. Cord and Stevens are attracted to each other and arrange a midnight rendezvous. There is animosity between Cord and Connors, who had met in prison. Connors wants to help the boy, but Cord rejects his friendship. Cord is unable to wholeheartedly accept the discipline of Synanon, which includes baring one's soul during talk sessions. When his romance with Stevens is discovered by O'Brien, who puts a stop to it, Cord has a fight with Connors and flees Synanon. Stevens follows him, and Connors follows Stevens, determined not to let her throw her life away by returning to drugs. Cord goes back to heroin and dies of an overdose. Stevens returns to Synanon, where she will try to gain the strength for a better life. O'Brien heads for his jail term knowing that his creation, Synanon House, is worth all his sacrifices.

X-RAY: This is a gripping drama, almost documentary in tone, that tells the story of Synanon, a movement that has had remarkable success treating the serious problem of dope addiction. Edmond O'Brien plays the real life character of Chuck Dederich and brings a sincerity and conviction to the role that holds the film together in fine fashion. Other performances are also excellent, with the flashiest job turned in by new personality Alex Cord. His characterization, while unsympathetic, is totally fascinating. This young man will be an important screen actor for sure. The picture, except for a few interiors, was filmed at California's Synanon House, and the authentic surroundings add to the dramatic impact. Many of the actual residents are in the film as well. There is a documentary flavor to the film that serves it very well indeed. It is obvious that producer-director Richard Quine is totally dedicated to the project, and his labor of love should move audiences everywhere. Some extra push may be necessary to get the meaning of the title across to the general public despite the wide coverage Synanon has received in national

magazines, but that effort will be rewarded by satisfied film-goers.

TIP ON BIDDING: Better program rates.

AD LINES: "Synanon—Where Dope Fiends Fight Their Way Back . . . Some Make It . . . Some Don't . . . This Is The Story Of Both Kinds"; "Life Magazine Calls Synanon House 'A Tunnel Back Into The Human Race'."

## MGM

### Hercules, Samson And Ulysses

(6521)

MELODRAMA

MGM

85M.

(Italian-made) (Dubbed in English)

(Eastman Color)

ESTIMATE: Italian-made spectacle with legendary heroes.

CAST: Kirk Morris, Richard Lloyd, Enzo Cerasico, Liana Orfei, Aldo Giuffrè. Produced by Joseph Fryd; directed by Pietro Francisci.

STORY: The mythical heroes, Kirk Morris (Hercules) and Richard Lloyd (Samson), along with Enzo Cerasico (Ulysses), are united as shipwrecked Greek adventurers battle barbarous Philistines, who greatly outnumber them. They finally unlodge a huge temple from its foundations and bury the many soldiers alive in the hurtling debris. Before this, Morris strangles a lion with his bare hands, and united with Lloyd, performs great feats of strength, as well as withstanding the wiles of the treacherous Liana Orfei as Delilah.

X-RAY: This Italian-made spectacle of ancient times unites the two legendary strong men, Hercules and Samson, in yet another action-filled film full of superhuman muscular feats, not the least of which is the tossing around of paper-mache rocks and the single handed besting of an entire army. The boys do their stuff according to script, credited to the director, and the small fry and other devotees of this sort of thing should find their fill of such unbelievable exploits. The color is good, and the dubbing is satisfactory. Liana Orfei is quite beautiful as temptress Delilah. The combining of the two muscle boy heroes should prove of boxoffice potential in action spots.

AD LINES: "Giant Spectacle Of The World's Mightiest Men!"; "The World's Mightiest Strong Men In A Contest Of Superhuman Force!"

## PARAMOUNT

### Black Spurs

(6414)

WESTERN

Paramount

81M.

(Technicolor)

ESTIMATE: Satisfactory action for western fans, with names to help.

CAST: Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady, Lon Chaney, Bruce Cabot, Richard Arlen, James Best. Produced by A. C. Lyles; directed by R. G. Springsteen; screenplay by Steve Fisher.

STORY: Rancher Rory Calhoun decides to capitalize on his quick draw by becoming a bounty hunter. Despite the pleas of his fiancée, Terry Moore, he takes off after a notorious outlaw distinguished by his black spurs. Calhoun kills him and takes the spurs as a symbol of his new life. His fame spreads, and by the time he returns to his home town, he learns that Moore has married and moved elsewhere. Embittered, Calhoun concocts a scheme with Lon Chaney, who runs a western town, to dirty the reputation of a neighboring town and discourage a railroad from passing through there. If the tracks will go through Chaney's town, he figures to reap a fabulous profit. Calhoun brings lawlessness, vice, and violence to the nearby town, where sheriff James Best and preacher Scott Brady are powerless to stop him. He learns that

Moore has married Best and that they have a child. The town becomes a den of iniquity, and Chaney's henchmen decide to get rid of Best altogether. They tar and feather him after a brutal beating. Calhoun is shocked to his senses after Moore tells him that he is the real father of her child and that Best married her knowing this. Calhoun joins the forces of law and order, wipes out the gang, and rides off to a better life leaving his black spurs behind.

X-RAY: There is plenty of formula western action here, and a familiar cast of fine veterans turns in creditable performances. This is also the late Linda Darnell's last film, and she does well in a relatively minor role. Color is an asset, and despite some obvious backdrops, production is suitable. An attempt is made at characterization and mood and this lifts the film a notch above the formula class. Action and fight sequences are good, and the offering should please those fans who like their westerns uncluttered. Anyway, it's always nice to see Chaney, Arlen, and Cabot again.

TIP ON BIDDING: Program rates.

AD LINES: "Every Time He Comes To Town—Someone's Gonna Die"; "A Bounty Hunter Bought With The Dirtiest Coin Of All . . . Blood Money."

## The Girls On The Beach

(6419)

MUSICAL

Paramount

80M.

(Prints by Technicolor)

ESTIMATE: Bikinis plus rock 'n' roll add up to teen fun.

CAST: Martin West, Noreen Corcoran, The Crickets, The Beach Boys, Lesley Gore, Linda Marshall, Steven Rogers, Anna Capri, Aaron Kincaid. Produced by Harvey Jacobson; directed by William N. Whitney; screenplay by David Malcolm.

STORY: A group of coeds are spending their vacation by the surf at their summer sorority home, which pleases the local lads no end. Singing and dancing and sunshine are the order of the day until the gals discover that their soft-hearted house mother has been tapping the treasury to help out every girl with a financial problem. Faced with bankruptcy, they concoct a variety of plans to raise money. A group of boys comes to them with a story that they know the Beatles and can get them to come for a benefit show. Naturally, the girls sell a slew of tickets before finding out that the boys made up the story. All is not lost, however. The gals dress up like the Beatles, turn out to be a swinging group, and all the ticket buyers are happy. Young love conquers all.

X-RAY: The gals are fresh and lovely; the guys are suitably impressed by their bikini-clad curves; and the rock 'n' roll music never stops beating at the eardrums. Adults aren't expected to understand the fascination of films like this, and who cares whether they do or not? The kids seem to love them, and this one is as good as any in a similar vein. Color is bright, and about the only criticism is that the guys and gals do more than a little thinking about the birds and the bees. That and the scanty costumes, along with some of the gyrations that pass for dancing, may well offend a certain element, but the kids will probably lap it up. There are a million songs that all sound alike, some sung fairly well and others just noisily. Ah well, these are our leaders of the future. Legion of Decency "B" rating.

AD LINES: "It Takes Off Where The Others Leave Off"; "The Jet Action Surf Set Hits The Beaches And Captures A Love-Load Of Bikini Beauties."



# UNIVERSAL

## The Art Of Love

(6517) COMEDY  
Universal 99M.  
(Technicolor)

ESTIMATE: Amusing comedy has "names" to help.

CAST: James Garner, Dick Van Dyke, Elke Sommer, Angie Dickinson, Ethel Mermen, Carl Reiner, Pierre Olaf, Miiko Taka, Roger C. Carmel, Irving Jacobson, Jay Novello, Naomi Stevens, Renzo Cesana, Leon Belasco, Louis Mercier, Maurice Marsac, Fifi D'Orsay. Produced by Ross Hunter; directed by Norman Jewison.

STORY: Dick Van Dyke, in Paris to learn painting, is disgusted by his lack of success, not having sold a single work. He decides it's time to go home and begins destroying his canvases. His decision shocks room mate James Garner, a writer, who hasn't been successful either. Garner manages to stay on by living off his friends. He is impressed with the thought that the paintings of dead artists always sell for high prices. While they are getting drunk alongside the Seine, Van Dyke is persuaded to go through a phony suicide by jumping into the water. While Garner is composing the suicide note, Van Dyke spots Elke Sommer jumping into the river and goes after her, landing on a barge. He and the barge skipper and his wife haul her in to find out that she is getting away from the pawing of men, particularly her boss. Garner thinks Van Dyke really did himself in, and the resulting police attention puts it on the front pages of the newspapers. Van Dyke's paintings begin to sell like crazy. Van Dyke and Sommer become friendly, but he refuses to get romantic as he has a fiance in Angie Dickinson, who is en route to Paris. He contacts Garner, who puts him up in a garret room at a night club of sorts owned by Ethel Merman, who also gives Sommer a job. Van Dyke agrees to paint more pictures, which are in demand. When Dickinson arrives, Garner falls for her and persuades her to do likewise for him. Meanwhile, the police decide from circumstantial evidence that Van Dyke was murdered and arrest Garner. He is sentenced to die on the guillotine. Van Dyke, annoyed by Garner's relationship with Dickinson, decides to let him go almost to the point of execution before rescuing him. Complications almost cause him to arrive too late, but he does save Garner. A romance blossoms between Van Dyke and Sommer and Garner and Dickinson.

X-RAY: This well-produced comedy is amusing and comical without being uproariously funny. It's a pleasant divertissement that will be helped by the quality of the "names" in the cast, the lavishness of production, the color, the efficient performances, and the suitable direction. The simple gag of a phony death runs the length of the entry, which is stretched a bit in the unreeling, but most audiences won't mind this too much. A "sneak" preview audience seemed to have a fairly enjoyable time. The screenplay is by Carl Reiner, based on a story by Richard Alan Simmons and William Sackheim.

TIPS ON BIDDING: Higher program rates.

AD LINES: "A Kookie Artist On The Loose In Romantic Paris Makes For Super Screen Fun"; "The City Of Paris Is Invaded By Dick Van Dyke, James Garner, Angie Dickinson, Elke Sommer, and Ethel Merman—The Result Is The Funniest Film In Many A Moon."

## I Saw What You Did

(6522) MELODRAMA  
Universal 82M.

ESTIMATE: Good suspense programmer.

CAST: Joan Crawford, John Ireland, Leif Erickson, Pat Breslin, Andi Garrett, Sharyl

Locke, Sarah Lane, John Archer, Joyce Meadows, Douglas Evans, Barbara Wilkins. Produced and directed by William Castle.

STORY: When a scheduled baby sitter falls ill as they are leaving on an overnight trip, Leif Erickson and his wife, Pat Breslin, reluctantly leave their daughters, Andi Garrett, 17, and Sharyl Locke, nine, with their teenage chum, Sarah Lane, at their isolated home. The girls play a "telephone game" calling numbers at random, leaving mischievous messages and saying, "I know who you are and I saw what you did," and then hanging up. One call to John Ireland is received by his wife, Joyce Meadows, who is packing to leave him after a bitter quarrel, and results in his killing her. The attractive widow next door, Joan Crawford, who is in love with Ireland, is told that Meadows has left him, and she watches as he moves a big trunk from the house to his station wagon and drives away. Although almost detected by a young couple, Ireland buries the trunk and its contents in a woods, returns home, where he is joined by Crawford. Another phone call from the girls infuriates Crawford, who overhears the conversation with the mysterious "Suzette," whom the alarmed Ireland coaxes to meet him. Crawford finds Meadows' bloody clothes and a knife in the bathroom hamper and realizes the terrifying truth. The girls find Ireland's address in the phone directory and go to his house to see what he looks like. Before Ireland can attack them, Crawford warns them away. She then tells Ireland she knows of Meadows' fate and offers him the choice of a life with her or no life at all. He kills her. Back home, the parents can get no information from the girls who have sworn secrecy to one another about the entire escapade. Ireland, meanwhile, has traced the girls and tries to kill one of them. He is shot dead by a policeman.

X-RAY: This has quite a bit of suspense and appropriate atmosphere; but it also engenders some irritation until the plot gets to its point. Two teens and a sub-teen plod along with the telephone as a crutch until a bloody killing takes place in a shower by a maniac. Then, things pick up. Crawford though top-billed, has a small role, and the cast generally is good, as are the direction and production. It should do okay as part of the program if sold with some extra promotion. This is based on the novel, "Out Of The Dark" by Ursula Curtiss.

AD LINES: "Tragic Results Of 'The Telephone Game'".

# WARNERS

## Brainstorm

(460) DRAMA  
Warners 114M.  
(Panavision)

ESTIMATE: Psychological drama holds interest.

CAST: Jeff Hunter, Anne Francis, Dana Andrews, Viveca Lindfors, Stacy Harris, Kathie Brown, Phillip Pine, Michael Pate, Robert McQueeney, Strother Martin, Joan Swift, George Pelling, Victoria Meyerink. Produced and directed by William Conrad.

STORY: On his way home from work, research analyst Jeffrey Hunter finds a locked car containing Anne Francis stopped on the railroad tracks in the path of an approaching train. Failing to arouse her, he breaks the window and moves the vehicle in time. He drives the drunken Francis home to her husband, Dana Andrews, owner of the electronics plant where he works. Andrews is grateful but brushes off the suicide explanation.

Hunter refuses to accept a reward. When Andrews is out of town, Francis contacts Hunter to thank him. It develops that she wanted to kill herself because of Andrews' mistreatment of her and her baby, Victoria Meyerink. They meet again and fall in love. When Andrews learns of this, he tries to frame Hunter on a phony charge. When this fails, he attempts to show him as mentally unbalanced. Hunter faces him in a showdown, and Andrews accuses him of once being in a mental institution. Francis wants to kill Andrews, but Hunter evolves a plan whereby he would show mental unbalance after research and then kill Andrews in public, with the act being attributed to his insanity. After being confined, he will regain his sanity and rejoin Francis. All goes according to plan except that he can't stand the lengthy confinement in the institution. He asks Francis to get him another hearing, but she refuses to become involved. Besides, she's found another boy friend. He escapes and gets to see psychiatrist Viveca Lindfors, who he thinks is personally interested in him. When she only professes professional interest and refuses to release him without adequate treatment, his insanity becomes a definite and real thing.

X-RAY: Illicit romance leads to a cleverly concocted murder, but the plan backfires. The man, Jeffrey Hunter, winds up institutionalized while his girl friend escapes involvement and winds up with another boy friend. The unpleasant tale is neatly packaged with good performances and suitable direction and production in evidence. While interest is maintained well enough, the film is too long, and before the end, viewer attention may slacken a bit. It should do okay as part of the program. The screenplay is by Mann Rubin, based on a story by Larry Marcus.

TIPS ON BIDDING: Program rates.

AD LINES: "The Perfect Murder . . . Until A Brainstorm Backfired"; "He Thought He Could Get Away With Murder And The Dead Man's Wife . . . Don't Miss The Surprise Ending."

## The Woman Who Wouldn't Die

(461) MELODRAMA  
Warners 84M.  
(English-made)

ESTIMATE: Okay murder meller for the programs.

CAST: Gary Merrill, Jane Marrow, Georgina Cookson, Neil McCallum, Rachel Thomas, Jack Train, Frederick Piper. Produced by Jack Parsons; directed by Gordon Hessler; a Parroch-McCallum production.

STORY: Gary Merrill is married to wealthy Georgina Cookson, head of a large textile company, who is crippled due to an automobile accident. When her niece, Jane Marrow, arrives for a visit, Merrill becomes smitten with her. He falls in with an elaborate plot of Cookson's male secretary, Neil McCallum, who is coerced and pressured by her due to her knowledge of his past record of issuing bad checks, to murder her. This calls for the hiring of an actress to pose as Cookson, flying her to Italy, and then killing her in a staged motor accident in which the body is burnt beyond recognition. The plan backfires, however, when Cookson postpones her vacation. When she catches Merrill and Marrow in their love affair, she threatens to cut Merrill off from financial support. Merrill murders her and buries her in a shed on the cottage grounds. McCallum is furious at Merrill for not sticking to their original plan. Marrow expresses an intuitive feeling that something is going to happen to mar her affair with Merrill and becomes cool. House-

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## THE WOMAN WHO WOULDN'T DIE

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keeper Rachel Thomas becomes suspicious. The terms of Cookson's will has it going half to Merrow and half to Merrill, providing he does not dispose of the property and lives in it the rest of his life. When the house evidently becomes haunted by Cookson, Merrill makes sure her body is still buried in the

shed. He then dies from a fall out of a window. Merrow and McCallum had contrived to drive him out of his mind by her posing as the dead Cookson. Just as Merrow and McCallum congratulate themselves on now being free to be the lovers they always were, a Scotland Yard man summoned by the suspicious Thomas arrives to investigate.

X-RAY: Nicely produced, directed, and enacted, this English-made murder meller holds

the interest well. With several surprises along the way, it will do nicely as part of the program. It is based on a novel, "Catacombs," by Jay Bennett. The complicated plot more than makes up for any lack of action, and the title may be found to be exploitable.

AD LINES: "Was His Wife Really Dead, or Was She The Woman Who Wouldn't Die?" "Something Entirely Different In Shocked Horror."





MAY 12, 1965

SECTION THREE  
Vol. 73 No. 16

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## Columbia's "Cat Ballou" Goes To College

"Cat Ballou" will go to college starting May 7 when Columbia Pictures launches a series of pre-release engagements in a cross-section of the nation's college towns, it has been announced by Rube Jackter, Columbia Pictures vice-president and general sales manager.

Through the unique advance dating plan, the Jane Fonda starrer will round-up "more than 100,000 'unofficial' press agents," said Robert S. Ferguson, Columbia Pictures vice-president in charge of advertising and publicity.

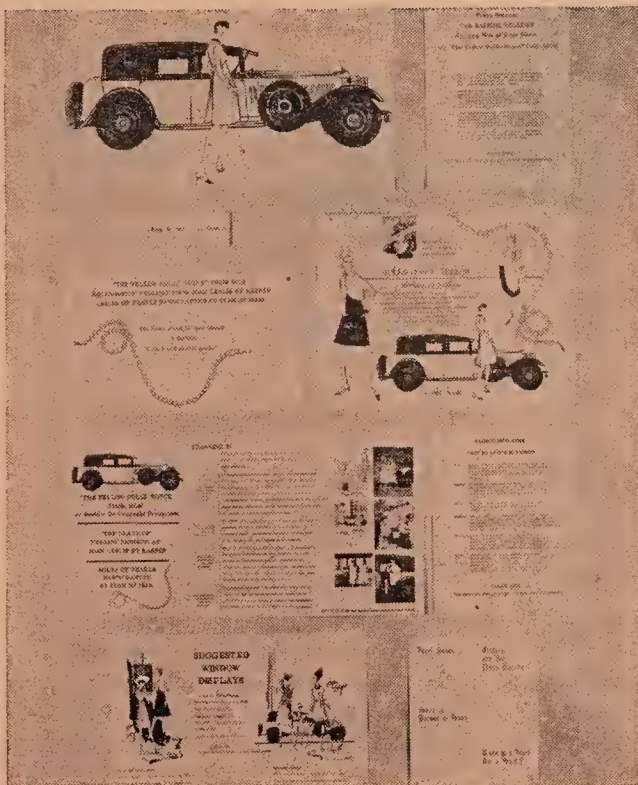
"Devised to garner a tremendous base of enthusiastic word-of-mouth," Ferguson said, "the college town engagements will be teamed with a massive promotion campaign designed to capture the students' imaginations." In addition, the special showings have been timed to closely precede impending summer vacations at the schools thereby enabling the students to flood home-towns across the nation with the "Cat Ballou" message.

Based on extensive research into the enrollment of the nation's colleges, Columbia Pictures chose a dozen situations covering the broad spectrum of the huge student market. Ranging from schools with medium-sized enrollments such as the University of Nebraska (9,700 students) to the huge University of Michigan (28,000 students), the hand-picked colleges encompass students from all sections of the country enabling the campaign to gather a widely varied "Cat Ballou" press agent corps.

Through the strategic use of college representatives and invitational screenings for campus leaders, the school phase of the "Cat Ballou" campaign will feature imaginative stunts geared to enlist the students' support of the film. Attention-getting exploitation planned for the schools includes horse races, the appearance of mysterious gallows being erected at selected sites throughout the college towns, a "Who is Cat Ballou?" contest in which blue-jean clad co-eds will not be viewed from the waist up or from the front, and theatre decorations such as hitching posts, gun checking counters and western costumed ushers.

Set to coincide with the film's gigantic week-long promotional salute slated to culminate on the same date in Denver, the college dates will gather tremendous impetus from the all-media coverage planned for the gala May 7 premiere. Staged as one of the biggest film events Denver has ever known, with parades, grand balls and gala decorations setting the scene for personal appearances by visiting stars of the film, the opening will be the focal point of the massive "Cat Ballou" campaign.

## Strong Response For MGM-Vogue Fashion Promotion For "Rolls"



These are the elements of the Vogue magazine "Rolls-Royce Yellow" fashion promotion tie-in MGM has prepared for the national release of "The Yellow Rolls Royce" this summer. Department stores throughout the country have given exceptional response.

### WB Contest On "Fiorita"

Motion picture theatre-managers will compete in a Warner Bros. contest for the best local campaigns in behalf of "The Battle of the Villa Fiorita."

Six portable Columbia stereo phonographs will go to the winning theatre managers, whose campaigns are to be submitted to the Campaign Plans Manager, Warner Bros., 666 Fifth Avenue, New York, N.Y. 10019.

Theatres garnered by Columbia Pictures for the special pre-release engagements include the Varsity, Lincoln (University of Nebraska); The Capitol, Madison (University of Wisconsin); the Carolina, Durham, N. C. (Duke University); the Ambassador, Raleigh (North Carolina State); the Carolina, Chapel Hill (University of North Carolina); the Michigan Ann Arbor (University of Michigan); the Campus, Lansing (Michigan State); the Americano, Austin (University of Texas); the Sequoia, Fresno (Fresno State); the Gordon, Baton Rouge (Louisiana State University); the Riviera, Knoxville (University of Tennessee); and the Bethany West and Cinema Park Drive-In, Phoenix (Arizona State).

Metro-Goldwyn-Mayer press representatives are reporting exceptional response from leading department stores throughout the country to the company's fashion promotion tie-in with Vogue magazine on behalf of the Anatole de Grunwald production of "The Yellow Rolls-Royce."

Featured in the most elegant and extensive fashion promotion ever conducted on behalf of a motion picture are Rolls-Royce Fashions by Kasper of Joan Leslie and Pearls by Star of Siam, which are pictorially displayed in a six-page section in the May issue of Vogue, against the background of the yellow Rolls-Royce used in the all-star production. The section will be in both color and black-and-white.

The fashions, specially created for the film promotion, are confined to one leading store in each of the major cities in which MGM's romantic drama will open during the months of June, July and August. Rolls-Royce yellow, this summer's big color, will be the theme of these fashions, which run the gamut from street wear to late afternoon and evening wear.

Prior to the May issue, Vogue informed stores across the country about the tie-in with the MGM release. Stores participating in the promotion will receive kits containing suggested newspaper ads, display material (window and in-store), publicity releases, a fashion show commentary and counter cards.

A new group of transition clothes in black crepe will appear in an advertisement in the June issue of Vogue, to sustain the promotion throughout the summer months. Additional support for the fashion promotion will be supplied editorially by Vogue, beginning in June.

In addition, a five-minute featurette, filmed at the International Automobile Show in the New York Coliseum and featuring the Kasper of Joan Leslie fashions, will be made available to local TV stations and to individual stores planning Rolls Royce Yellow fashion shows and displays.

"The Yellow Rolls-Royce," will have its American premiere in May at the Radio City Music Hall in New York City.

### "Harlow" Sun Glasses

Joseph E. Levine's "Harlow," starring Carroll Baker, will be featured in full-page ads for Foster Grant Sunglasses in the June 7th issue of Life Magazine and the June 15th issue of Look.

Ads in both books will show Miss Baker modeling the latest in sunglass styles.



# Mobile "Mary Poppins" Model Helps Sell Walt Disney Film

Not one to overlook selling the big ones as well as the run of mill programmers, Joe Lyons, manager, Giddens and Rester Theatres' Downtown, Mobile, Ala., recently promoted a tremendous amount of free live television appearances of a local "Mary Poppins," who helped him sell the Buena Vista-Walt Disney film most effectively.

On radio, he used four stations—WKRG, WABB, WUNI, and WTUF, for a "Mary Poppins Day" stunt. All stations announced five to 10 times daily, seven days in advance of the "Day," which was the day before opening: "Watch for our 'Mary Poppins' Day—Valuable prizes given away, etc." On "Mary Poppins" Day, each station had five sound track albums and five guest tickets for giveaways to persons answering fairly simple questions on "Mary Poppins." All day long they played music from the film and announced "This is our 'Mary Poppins' Day" giving playdates and theatre credits. On three of the stations' attraction signs near the stations "Mary Poppins" was posted with regular marquee letters that the theatre uses, giving name of the theatre, starting date, etc.

As an attractive model, a cute girl was selected who several years back had won a "Tammy" contest and who actually looks somewhat like Julie Andrews. Her mother made a "Mary Poppins" dress and it is believed no professional could have done better. An Oldsmobile was promoted free and the model drove around town for nine days. Besides street visits, her outstanding appearances were on WKRG Television on the Dackie Richards Show, the Popeye Show, and on the Gramps Show; on WALA Television on the Sitting Duck Show; the Early Show; and with Dot Moore and Company; at the Sears store; at Springdale Plaza; Gaylords; etc.

One day the advertising manager of Sears telephoned to please get "Mary Poppins" to the store (which we did) as he had a great number of children there who had misunderstood our appearance time.

Kraft Candy was promoted from local dealer H. LeMasters in the amount of five cases and this was given to the kids who could pronounce the title of the song from the film, "Supercalifragilisticexpialidocious." The five cases of candy were prorated so much per day so it would last longer, and on two visits to Sears it ran out and the advertising manager and four clerks were bagging candy for "Mary Poppins" to hand out. She carried the candy in a carpet-bag used in an earlier promotion on another picture about nine years ago. Knowing it would some day be useful, Lyons preserved it.

Several mentions of the local "Mary Poppins" were made by the local movie editor and an invitation was received for her to visit one of the local schools, which she did and really went over big.

Especially good displays were received at Sears and at music stores plus window cards at most record stands all over town. "Mary Poppins" brochures were placed in doctors' offices and waiting rooms, beauty shops, barber shops, etc., and good results were obtained.

A "Mary Poppins" doll was promoted from a toy center and this was presented to Dot Moore on her WALA television show. She was so pleased that she used the doll each day for a week on her program giving proper credits.



A local model dressed in an authentic replica of a "Mary Poppins" costume toured Mobile, Ala., shopping centers and the downtown shopping area on behalf of the Walt Disney film. She gave bags of candy to children who could say Supercalifragilisticexpialidocious, the name of a song from the picture at the Downtown.

## British Consulates To Aid

British Consulate offices across the country and local chapters of the English Speaking Union have been mobilized for promotional tie-ins of British products with local engagements of MGM's "Operation Crossbow," which goes into national release this summer.

Such tie-ins have been specifically endorsed in a special circular to Consulate offices distributed by the Commercial Section of the British Consul-General. Wherever possible, promotions will be set up to coincide with British Festivals—set up by the British Information Service and the consulates—to feature fashion shows, art exhibitions, displays of name-brand men's wear, etc. In other situations, the promotions will be initiated expressly for local engagements of the film.

The official British interest in the film is based on the fact that it was produced in England and stars such leading British players as Trevor Howard, John Mills, Richard Todd, Tom Courtenay, Richard Johnson, Lilli Palmer and Anthony Quayle.

The English Speaking Union will also tie-in at the local level for special promotions and, wherever possible, in connection with its current fund-raising campaign on behalf of the Winston Churchill Memorial Fund. The actual Operation Crossbow—the Allied effort to destroy the bases for Hitler's V (for Vengeance) rockets—was given its name during the war by Sir Winston, then British Prime Minister.

## LOOK FOR EXPLOITATION EVERY OTHER WEEK IN MOTION PICTURE EXHIBITOR

Considering the money spent, Lyons says he doesn't believe he ever got so much for so little. It was a lot of work; but he enjoyed it!

## Gibson To Aid "Shenandoah" Campaign Among Negroes

NEW YORK—Universal Pictures Company, Inc., has assigned D. Parke Gibson Associates, Inc., a leading Negro public relations firm, to handle part of its national campaign for "Shenandoah," a Civil War epic, it was announced by Philip Gerard, eastern advertising and publicity director.

The Gibson firm is considered one of the leading outfits in the field of public relations and has had considerable experience as advisors to major companies. Being appointed to work on "Shenandoah" marks the return of the Gibson Associates to Universal. The firm previously worked on Universal's "To Kill A Mockingbird," which starred Gregory Peck and featured Brock Peters, along with a talented cast.

Gibson Associates will provide counsel on the advertising and publicity campaign for "Shenandoah" in Negro markets throughout the United States. The appointment of the firm by Universal for this picture is in keeping with the company's program of developing full audience potential for all of its films.

In addition to providing counsel, the Gibson firm publishes "The Gibson Report on the Negro Market," a monthly newsletter for management and marketing executives.

"Shenandoah" will have its world premiere at the Majestic, Houston, on June 3 as the "Project Picture" of the Interstate Circuit. The announcement was made by Henry H. "Hi" Martin vice-president and general sales manager of Universal; Raymond Willie, vice-president and general manager of Interstate; and William Mitchell, vice-president and general manager for Texas Consolidated Theatres.

The Houston premiere will be followed the next day by openings at the Majestic, Dallas; Worth, Fort Worth; and Majestic, San Antonio, launching more than 200 pre-release dates in the Texas territory. "Shenandoah" has been scheduled for an August national release by Universal.

## Life-Size "Beach Bunnys"

American International Pictures have discovered a promotional "gimmick" to use for engagements of "Beach Blanket Bingo." It is an "Instant Party Doll," which AIP is calling "The Beach Bunny." She is life-size, generously proportioned, bikini-clad, and coiffured with the style of today. So she obviously can be a great additional selling gimmick for "Beach Blanket Bingo."

A trifle expensive, the dolls, molded of strong polyvinyl, may be blown up for any party or blow-out. They may be obtained from Instant, Inc., Phoenix, Arizona.

AIP suggests they be utilized for all types of ballyhoo or as a giveaway item for contests via newspapers, radio or television.

## Herald Promotes Horror Film

A four-page herald in the form of a tabloid newspaper has been specially created for Paramount's "Dr. Terror's House of Horrors."

Headlined "'Dr. Terror's House of Horrors' Acclaimed as 'Fear of the Year,'" the herald is filled with stills from the film depicting "more horrors than the mind can comprehend." Heralds can be ordered in quantity at \$9.00 per thousand from Harry K. McWilliams Associates, 150 South Avenue, Garwood, New Jersey.





Bob Johns, right, MGM Kansas City sales representative, recently presented C. R. McDonald, manager, Tower, Springfield, Mo., the check which was second prize in the national "The Unsinkable Molly Brown" window contest.

## THE EXHIBITOR'S EXPLOITATION EFFORTS

**ED LINDER**, manager, Mount Kisco, Mount Kisco, N. Y., recently conducted a very successful campaign on Walt Disney's "Those Calloways," centering his activity with the local Catholic church. The Sister Superior of the St. Francis School ran a contest two weeks in advance of opening and notices were posted in all classrooms. Twelve passes went to winners. St. Francis Catholic Church announced from the altar at all masses the week prior to our opening that this was a wonderful family entertainment that should not be missed; and for the first time a fine plug was run in the Sunday church pamphlet given out at all masses. I had personally contacted the priests and furnished them with information on the film. This sure helped. We use four newspapers, the 5 Star Patent Trader daily; the Big County-wide Patent Trader; the Peekskill Evening Star; and the Reporter Dispatch. All came through with scene mats and other publicity. We have an automatic recording telephone and the feature was plugged two weeks in advance on this medium as the "top" in family entertainment. One sheet was posted in stores at the shopping center and these also stressed the fact that "Calloways" was great family entertainment.

## READ EXPLOITATION EVERY OTHER WEEK IN MOTION PICTURE EXHIBITOR

# British Showmanship

By Jock MacGregor

Joseph Losey's anti-war film "King and Country" is masterful and provocative, but is not the easiest to sell in an essentially popular theatre. H. T. Bolton, of the ABC Woolwich, South East London, decided to pull no punches and go after those potential audiences to which it would appeal most by creating the right "word of mouth." First he contacted the president of the Woolwich Film Society and it was fixed for him to attend the Federation of Film Societies general meeting and discuss the film and its merits. He was then able to arrange for the special head office drafted personal letter to be sent to more than 1000 members in the area. Next he organized a gala evening and invited the Local Film Society committees and personnel managers of industrial groups. Good editorial coverages resulted and Bolton believes that the success of his campaign was reflected in the many new faces that he noticed attending during the week.

To beat the clock so to speak, Albert E. Hallam, of the ABC Nuneaton, organized his Easter Parade for ABC Minors attending his Saturday morning matinees for a week in advance of the traditional date and was rewarded with good press coverages. Contestants appeared on the stage and judging was based on audience applause as each was picked out by spotlight. Boxes of chocolates, Elvis Presley portraits and guest tickets for the Billy Fury musical "Wonderful Day" were awarded to the three best. The press also played up the fact that Minors were invited to bring Easter Eggs to the performance for presentation to children in hospitals. For "The Yellow Rolls Royce" he borrowed a Vintage Rolls from a motor dealer. It toured the district with the slogan: "The only other Yellow Rolls Royce in town is at the ABC." He also promoted two composite pages and two contests in the Evening Tribune prior to opening. Hallam, who would appear to have his own desk in the local press offices, also reports news coverages on the installation of new sound and screen units and an old lady who took up her seat in the stalls three hours before the program started as she did not want to miss a minute!

And talking of press breaks, B. Bint, of the Odeon, Manchester, got a mighty impressive splash in the northern edition of The Daily Express recording that 2700 had filed into the Odeon, Manchester, for a matinee of the 27 year old "Snow White and the Seven Dwarfs." The report continued that 61 year old chief projectionist Jim Bellinger had been showing "Snow and White" on and off since he opened a theatre with it in 1938 and claimed that he could not feel cynical about the film since he had always played it to full houses. A 17 year old assistant, Maurice Smith, also had his say: "A film like this, a packed house like this, makes you feel good. You do your very best, almost as though a top-star live show were on the stage for its first night." With such enthusiasm it is not surprising that "Snow White" is still doing James Bond business in Great Britain.

## Coppertone Plugs "Elder"

Hal Wallis' "The Sons of Katie Elder," which Paramount Pictures will release nationally this summer, will be highlighted in full-page color ads for Coppertone Sun Tan Lotion in five leading magazines.

Featuring "Katie Elder" leading lady Martha Hyer, the ads will run in the June issues of Ladies Home Journal, Cosmopolitan and Sunset, and in the July issues of Family Circle and Good Housekeeping. "The Sons of Katie Elder" also will be credited in Coppertone ads in hundreds of daily and weekly newspapers throughout the country.

## "Pawnbroker" Sound Track

A major music promotion has been initiated for Ely Landau's production of "The Pawnbroker" with a unique sound track album being released by Mercury Records. Composed and conducted by Quincy Jones the album, has a specially designed promotional sleeve which gives full credit to the film.

A special feature which makes this album different is the inclusion of Rod Steiger's voice delivering dialogue from the film and a special lyric written to the main theme by Jack Lawrence, and sung by Mac Allen, one of Mercury's rising young talents.



Leonard J. Mays, manager, Juliet, Poughkeepsie, N. Y., held a Rock 'N' Roll stage show at his theatre recently. Three performances were held at noon, 3.00 P.M., and nine P.M. along with MGM's "Looking For Love." There were 1400 admissions in the 600-seat theatre. Tickets were sold on



the day of the show at \$2. One nationally known "name" act was booked through a talent agency to headline. The remaining four acts were all local talent which helped to keep within the budget as well as create local interest. The venture was a huge success and might be attempted by others.



# May Company Joins Warners' In "The Great Race" Studio Promotion

What rates as one of the biggest cooperative promotions ever generated in the merchandising of a motion picture has been set between Warner Bros. and the May Co., Los Angeles, in connection with the forthcoming world premiere of Blake Edwards' Technicolor, Panavision comedy "The Great Race."

The May Co.-Warner Bros. tie-in keys to Warner Bros.' upcoming three month free-to-the-public "The Great Race" Exhibit and Studio Tour slated to open May 8, for which May Company's stores throughout greater Los Angeles will be the exclusive source of free tickets. Well in excess of 125,000 cuff tickets will be available to the public at May Company's ten city-wide locations starting May 3. On Sunday, May 2, a week-long Warner Bros.-May Company co-op ad campaign announcing "The Great Race" Exhibit and Tour kicked off in the metropolitan dailies and the Hollywood Citizen News, Santa Monica Outlook and Valley Times. The first of these ads were a double truck and will be followed immediately by full pages, Monday through Friday in both the Times and Herald-Examiner.

May Company will bally "The Great Race" in all its advertising leading to a thirty-day, sustained, store-wide "Great Race Sale" throughout the month of June. Twelve May Company stores from Los Angeles to San Diego will participate in this promotion, which will receive the full treatment in all media, including saturation on radio and TV. Every window display in every May Company will be themed to "The Great Race" throughout the month of June. May Company will also conduct a special store-wide contest in support of the picture, leading to the world premiere of "The Great Race" at the Pantages Theatre on July 1.

In addition, all May Company customer billings will carry promotional copy heralding the firm's tie-in sale. It is estimated that this facet of the extended campaign alone will involve two million individual mailings.

## "Lady" Books For Children!

Can't you see the delight of a little girl (or a big girl for that matter) dressing a giant 18" standup Eliza Doolittle Doll in the magnificent clothes and accessories worn by Eliza in Warners' version of "My Fair Lady"? Or a boy sticking Henry Higgins' natty tweeds, with handkerchief in the left side pocket, of course, on to an outline of the redoubtable professor? Or a child, using all his imagination to color drawings of the inspired scenery of the film?

Ottenheimer Publishers, Inc., Owings Mills, Maryland, has just published 12 beautiful books based on "My Fair Lady." There are six books priced at 29c, three at 59c and three at \$1.00. In the 29c category, there are two coloring books, two sticker fun books, and two doll books. At 59c there are a coloring book, a sticker fun book and a giant coloring book. A giant, giant coloring book, a giant doll book, and a giant punch-out book retail for \$1.00.

Books of the Ottenheimer "My Fair Lady" series can be purchased in drug, variety, toy, book and department stores throughout the country.



Harry Gaines, manager, Trans-Texas' Hollywood, Ft. Worth, Texas, had usher Mike Shumate strumming downtown streets to call attention recently to his showing of MGM's Elvis Presley musical, "Girl Happy."

## Herald Pre-Sells "Girls"

A four-page herald highlighting some of the nation's top teen-age recording stars has been created for Paramount's "The Girls on the Beach."

Focusing on the Beach Boys, Lesley Gore, the Crickets and other stars of the Technicolor comedy-with-music, the heralds are being distributed at teen-age record hops, music and record stores, shopping centers, playgrounds and other locations frequented by teen-agers and young people.



Electronovision recently had this effective shop window at the main entrance of the Beverly Hilton Hotel, Hollywood, Cal., decorated with accessories and staffed with live models to exploit Bill Sargent's "Harlow."

## "Synanon" Music

Columbia Pictures has launched a massive three-pronged music merchandising campaign for Richard Quine's "Synanon" involving wide-spread use of trade and consumer advertising, the distribution of special sound-track records to every theatre playing the film, and prominent personalities endorsing the film and the record throughout the country.

Core of the promotion is the "Synanon" Soundtrack Album, consisting of the music from the film composed, arranged and conducted by popular Neal Hefti, which is being released on the Liberty label. There is also a 45 rpm single featuring two themes from the score.

The LP album is being launched with a full-scale promotion which includes: point-of-sale displays including window and counter displays and retail cooperative ads.

**For Theatre-**

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**THEATRE  
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AND  
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**write to  
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Book Shop!**

**Actual sample sheets  
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Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECON COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

## THEATRES FOR SALE OR LEASE

500 SEAT Masonry Building Equipment Excellent Condition, San Diego, Texas. J. G. LONG, Box 1431, Bay City, Texas.

COMPLETE THEATRE CIRCUIT for sale at 15% of cost, closing estate. All closed towns. LEON D. GLASSCOCK, Area code 512, CA 7-5233. 1802 North St. Mary's Street, San Antonio, Texas 78212.

## USED EQUIPMENT

COMPLETE MOTION PICTURE theatre and projection booth equipment includes 600 chairs, air-conditioning (40 ton Carrier). Sound system and equipment like new. Phone 212 RE 4-0257, Mrs. Scheinman or Mr. Gruen.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Manager for conventional theatre located in Connecticut. Independent circuit operation. Give background and qualifications, BOX A55, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER: Experienced, publicity-minded manager for progressive, first-run theatre in Chicago. Age 30-40. Send complete resume including present salary to BOX A512, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 20 years experience, good references, now available for indoor situation. Can handle full operation, including advertising, etc. BOX A428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Theatre manager for Phila. exchange territory deluxe, suburban, first run. Phila. area man preferred. Starting \$125. week or more depending on experience, qualifications. References required. BOX B428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

SHOWMAN, 45, 30 years experience. Single, college grad. Cinerama, Roxy, stage, film company, theatre; advertising, publicity, exploitation, management, booking. Will relocate. Excellent references. MU 5-1570, Ext. 614, Baltimore, Md. or BOX C428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Position as manager trainee or assistant monog. Prefer indoor first run house. Family or art type theatre. Seeking full time employment. BOX C55, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

I'LL WORK MY ADS OFF for \$3.95 hour—not unreasonable for 1965. Fully experienced. Raring to go-go-go. Anyone willing to pay fair wages for a good worker? BOX B55, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS or assistants wanted for new theatres opening in Detroit operated by General Cinema Corp. Write resume of past experience. Reply to R. KLINE, CINEMA I & II, Eight Mile at Schoenherr, Warren, Mich. (55)

PROJECTIONIST-Assistant manager. 20 years experience. Desires position to learn assistant management. Also operate. Southwest only. BOX D428, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Theatre manager for new deluxe indoor house Tidewater, Va. Send résumé. GORDON THEATRES, Palace Theatre, Newport News, Va. (428)

MANAGER: Position open with progressive organization. Many benefits. Send résumé, photograph and salary requirements. ASSOCIATED INDEPENDENT THEATRES OF N. J., Route 9, Freehold, N. J., 07728—462-0601. (428)

## MOVING? ADDRESS CHANGING?

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* Send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

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☐ \$2.00 for one year

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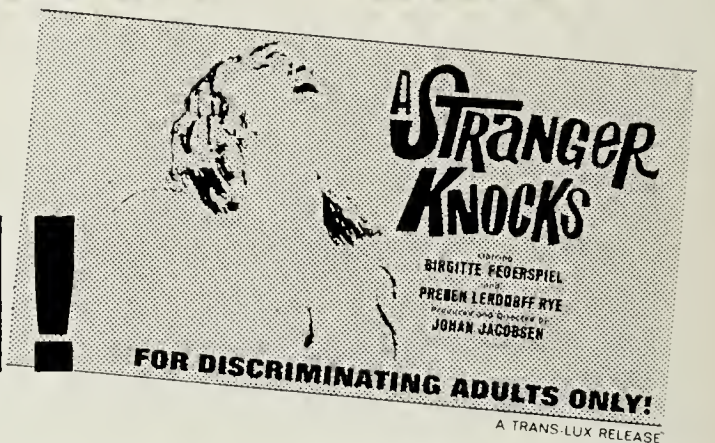
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The A—MAN Corner

Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



# By action of the U.S. Supreme Court ...now you can play "A Stranger Knocks" uncut and uncensored!



## A CASE HISTORY

**March 11, 1963:** "A Stranger Knocks" is denied a license for exhibition in New York State by the Board of Regents, the State's official censor.

*Reason: "Obscene" pursuant to Section 122 of the State Education Law.*

**May 10, 1963:** Trans-Lux Distributing Corporation appeals for a reversal of the ruling.

**June 27, 1963:** The Board of Regents affirms the refusal.

**July 12, 1963:** Petition filed in Supreme Court of New York asks that the ruling of the Regents Board be reversed on the basis that the picture is not obscene and that New York's law is unconstitutional.

**November 12, 1963:** By a 4 to 1 vote, the Appellate Division of the New York State Supreme Court annuls the determination of the Board of Regents.

The Board is directed to license the film.

**December 4, 1963:** The Board of Regents files notice for appeal.

**March 26, 1964:** By a 4 to 3 vote, the New York State Court of Appeals reverses the ruling of the Appellate Division. "A Stranger Knocks" cannot yet be shown.

**June 5, 1964:** Trans-Lux Distributing Corporation continues its fight for Freedom of the Screen. Files a Notice of Appeal with the United States Supreme Court.

**March 15, 1965:** By unanimous decision, the United States Supreme Court reverses the judgment of the New York State Court of Appeals and, in effect, declares that the New York State system of licensing motion pictures is unconstitutional.

## PLAUDITS AND AWARDS

Produced and directed in Denmark by Johan Jacobsen, "A Stranger Knocks" achieved immediate recognition by winning three "Bodiles," honors equivalent to our Academy Awards. It ranked as best picture of the year and its two principal stars were cited as best actor and best actress of the year.

The motion picture won its first American kudos when "A Stranger Knocks" became the Danish entry at the San Francisco Film Festival. The San Francisco Chronicle's review said "both performances are compelling in a film that is adult in an adult sense of the word."

Subsequently in limited United States engagements, the critical acclaim began

to grow. Time Magazine called it "one of the best films made in Denmark in years!" Hollis Alpert in the Saturday Review urged that the film be shown, and critics in San Francisco, Los Angeles and Boston had high praise. Of particular note is a review in the Christian Science Monitor which said: "The film has extraordinary cinematic control. The well-made screenplay is brilliantly matched by the director's eye for revelatory detail and his keen sense of inexorable change in environment and emotions."

And finally in 1964, IFIDA, the Independent Film Importers and Distributors of America, selected Birgitte Federspiel as the best actress of the year for her performance in "A Stranger Knocks."

**NEW YORK CRITICS AGREE. IT MUST BE SEEN! "A GENUINELY ADULT FILM. IT IS A MATURE AND DEEPLY POIGNANT GLIMPSE OF LIFE!"—Bosley Crowther, Times • "A MONUMENTAL ACHIEVEMENT!"—Alton Cook, Wor.-Tele. & Sun • "A REALISTIC STORY OF TWO ADULTS FROM AN ADULT POINT OF VIEW!"—Kathleen Carroll, Daily News**

**SIX BIG WEEKS IN NEW YORK—\$400,000  
CURRENTLY REACHING NEW HEIGHTS IN CHICAGO, PHILADELPHIA,  
WASHINGTON AND BIG IN A DRIVE-IN IN SEKONK, TOO!  
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ENGLISH VERSION AVAILABLE SHORTLY! SUB-TITLED VERSION AVAILABLE NOW!

**The most provocative motion picture of the year!**



**MOTION PICTURE**

# **EXHIBITOR**

**May 19, 1965**

**Volume 73**

**Number 17**

**IN TWO SECTIONS • THIS IS SECTION ONE**



## **Allied Proposes “Ethical” Bidding**

*(See Page 6)*

## **Physical Theatre— Extra Profits Dept.**

Bernard G. Kranze joined the Landau Releasing Organization as vice-president in charge of distribution. He will continue to serve Cinerama, Inc., as a consultant.

*(See Page 12)*

**SALESMANSHIP OR CHAOS . . .** see editorial—page 4



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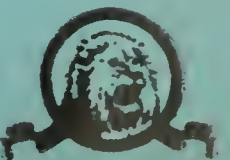


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Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecuff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



VOLUME 73 • No. 17

MAY 19, 1965

OUR 47th YEAR

### SALESMANSHIP OR CHAOS?

WHAT CONSTITUTES SALESMANSHIP? We are accustomed to think of it as embodying certain rules followed by the buyer and the seller. For instance, it is customary for both the buyer and the seller to have some knowledge of the product being sold. Also, we think of a good salesman as a chap who is aware of the problems faced by his customers.

Bidding for motion pictures violates these rules in many ways. In the case of blind bidding, for instance, both the buyer and the seller operate with no knowledge of the product being sold. Consider another example. How many times is a theatre forced to make an outrageous bid for a picture simply to remain in business? We can cite case after case. We know of a western exhibitor, for instance, who bid \$7,500 for a top-flight film and grossed less than \$5,000 in three weeks.

Is this sound business practice? Is this either showmanship or salesmanship? How long can such a method of doing business continue? To put it bluntly, we don't know of a single exhibitor in a bidding situation who can honestly say he never got stuck. If there is such a fellow around, we'd like to hear from him.

When business conditions make it impossible to sell or buy fairly and honestly, then it becomes increasingly difficult for either the salesman or the exhibitor to retain any real enthusiasm for the industry.

Dealing in intangibles with other people's money is a dangerous practice. No longer does a salesman in the motion picture industry need any creative ability, imagination, or aggressiveness. All he needs is two or more theatres battling for product in a market curtailed by a shortage of product, and he is sitting on top of the world. Of course, his seat is a precarious one because no salesman can sell a theatre that has been forced to close.

Salesmanship in the motion picture industry presents other strange sidelights as well. In the motion picture industry, a salesman generally knows what his customers have paid for his competitors' product. It may hurt the customer and it may be an unethical practice, but the fact remains that it is not difficult to get this valuable information.

A salesman in this industry really has no need for "personality." The stamp of a good salesman used to be his ability to get out and meet his clients. Today, the theatre owner gets a bid form in the mail telling him the lowest terms and minimum playing time that will be acceptable. He is compelled to state his admission price, number of shows to be played daily, and how much *he* will spend for advertising.

There is no other industry where the buyer has to be so alert as to what he can buy. There is no time for the salesman to call on him and his competitors so it becomes a self-

service operation, and not a very pleasant one.

There was a time when a salesman had to be sensitive to the wishes of his customers. He had to be able to accept criticism. No more. Now customers are told that "*all bids have been rejected.*" This has happened on the same film as many as three different times, and then the distributor declares the film "*open for negotiation.*" Arthur Miller told us of "*the death of a salesman.*" Now someone should write a play about "*the death of a customer.*"

There was a time when a customer could afford to say "no" to a bad deal. Then the salesman would fight harder to make a sale. Volume of sales was important, and a smart theatre operator could earn the respect of a smart film salesman. Now it makes little difference how clean or efficiently operated a theatre may be. Anyone who is willing put a guarantee on the barrel-head can win a picture regardless of the kind of theatre he operates. Once it was a business to which a man could devote his life. Now it is one gamble after another with loaded dice.

There was a time when a theatre operator could point with pride to his house. The public knew that a film at that theatre was "*the finest show in town.*" The distributor made sure that his class product played the class houses. No more.

Once salesmanship was a profession. Good salesmen commanded good salaries and solid expense accounts. Today, there is no need to "*sell*" a customer, and we would be willing to bet that legitimate expense account figures would prove this to be true. Now, the buyer must "*entertain*" the seller.

Not too long ago, we were visited by a representative of the Internal Revenue Service. He wanted to ascertain whether an exhibitor competitor had really spent so much money "*entertaining*" a fellow who was selling him film. The IRS just couldn't believe it.

We explained that it was all probably quite true, and that there was no sense trying to understand the movie business by comparing it to any other business. We can prove all this or we wouldn't print it.

No, salesmanship in the film industry is not keener—buying is. Yet trade papers continue to carry stories of various sales meetings by distributors. We can't help but wonder why they hold such meetings in the light of present market conditions. In this industry as in no other, the buyer is forced to sell himself.

And both the Department of Justice and the Federal Trade Commission, after three years or more, continue their "*investigation.*"

So it goes!

**IN ORDER TO BE AN OPINION MAKER, YOU'VE GOT TO HAVE OPINIONS**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

**Ted Schlanger**, 67, retired Philadelphia area manager for Stanley Warner Theatres, died in Tampa, Fla., where he was in the process of building a home. He had been with the theatre circuit from 1932 to 1958, and was retained by the company as a consultant subsequently. He was a member of the Delaware River Port Authority. A former resident of Doylestown, Pa., he was associated with his son, **Claude**, in establishing the Budco Theatre Circuit. He started in the industry in distribution with Universal Pictures, becoming Chicago sales manager in 1927 and subsequently short product sales manager in Washington, D. C. He was a member of the Variety Club, Tent 13, of which he was a past chief barker, was active in many charity works, and was a veteran of World War One. He is survived by his wife, his son, a daughter, and five grandchildren. Funeral services were held in Tampa, Fla.

**Mrs. A. R. Novroski**, 34, a cousin to **Michael Sabal**, manager, Gateway Cinema, Edwarsville, Pa., died at her Swoyersville, Pa., home.

### Variety Fetes Dr. Thelander

SAN FRANCISCO—Dr. Hulda E. Thelander, famed San Francisco pediatrician, teacher, researcher, administrator, and medical pioneer, was presented with the Variety Clubs International Humanitarian Award, one of the highest honors bestowed in the world for outstanding humanitarian service to children.

### "Ship of Fools"

It's been a long time since we heard a crowd at a screening applaud at the end of a film, but that is exactly what they did after seeing Stanley Kramer's magnificent drama "SHIP OF FOOLS."

Columbia has a talent-loaded entertainment bonanza in this one. Vivien Leigh, Jose Ferrer, Simone Signoret, Oskar Werner, Charles Korvin, George Segal, Elizabeth Ashley, and a host of other fine performers spin a fascinating tale of life and love and passion and prejudice. The ship of fools is a ship of life, and the many-sided story never lags. Kramer, who produced and directed, keeps his complex story moving beautifully. He is in complete control of his material.

We have saved one cast member for special attention. Michael Dunn is a dwarf who rocked Broadway audiences with his performance in "Ballad of a Sad Cafe." He is destined to rock movie audiences as well. The man is short on stature but a giant of an actor. The success of "SHIP OF FOOLS" is due in no small measure to his electrifying performance.

A best-selling novel has been brought to the screen in beautiful fashion. We think audiences will respond to it wholeheartedly. Anyone who doesn't truly belong on a "SHIP OF FOOLS."

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., MAY 17

## Disney Net Earnings Head For New Record

BURBANK, CALIF. — Consolidated net profit of Walt Disney Productions and its five wholly-owned domestic subsidiaries for the six months ended April 3 was \$4,136,000, equal to \$2.23 per share on the 1,854,273 common shares outstanding after provision for taxes of \$3,819,000, president Roy O. Disney said in an interim report to shareholders.

The corresponding period ended April 4, 1964, showed a net profit of \$2,803,000 equal to \$1.57 per share on the 1,780,337 common shares then outstanding after provision for taxes of \$2,980,000.

Gross income for the six months (26 weeks) was \$40,212,000 as compared with \$37,257,000 for the related (27 weeks) period last year.

This year marks the 10th anniversary of "Walt Disney's Magic Kingdom" and has been designated as Disneyland's Tencennial year. Many special events and activities are planned throughout the year. During the Tencennial year, the 50,000,000th guest will have enjoyed Disneyland.

"Our schedule of releases has been completed through next December. 'Cinderella' will be reissued in June," Disney reported. "It first came out in February, 1950, and was reissued in February, 1957. 'The Monkey's Uncle, a 'way-out' comedy, is set for its first openings in July, followed by the re-release of 'Old Yeller' in October. Our Christmas release will be 'That Darn Cat,' which has all the ingredients and every indication of another big box office potential.

"'Mary Poppins' has performed excellently at the box office and will contribute substantially to the earnings for the year, not only with respect to picture income but to other income such as publications, character merchandising, music and records.

"Current year's earnings will be the highest in the history of the company," Disney concluded.



When A. Schneider, president, Columbia Pictures, recently celebrated his birthday, the party guests were requested not to bring presents, but instead to make contributions to New York Variety Club's "Old Newsboy's Day" fund. Mrs. Schneider presents the resulting check to exhibitor Harry Brandt, co-chairman of the fund, as S. H. Fabian, campaign chairman, looks on.



## BROADWAY GROSSES

NEW YORK—Led by MGM's "The Yellow Rolls Royce," which opened very big at Radio City Music Hall, the Broadway first-runs were about average for this season of the year, with the reserved seat houses holding up well.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**THE YELLOW ROLLS ROYCE**" (MGM). Radio City Music Hall, with usual stage show, did \$122,500 from Thursday through Sunday, with the opening week expected to top \$185,000.

"**IN HARM'S WAY**" (Paramount). Demille claimed \$12,500 for the sixth week.

"**THE GREATEST STORY EVER TOLD**" (UA). Warner Cinerama announced \$31,244 for the 13th reserved seat week.

"**SYNANON**" (Columbia). Loew's Capitol stated the second and final week would tally \$9,000.

"**LORD JIM**" (Columbia). Loew's State, with reserved seat policy, did \$15,000 on the 12th week.

"**THE TRAIN**" (UA). Astor reported \$15,000 on the ninth week.

"**MR. MOSES**" (UA). Victoria had \$13,000 for the opening week.

"**MY FAIR LADY**" (Warners). Criterion, with reserved seat policy, claimed \$59,000 for the 30th week.

"**THE SOUND OF MUSIC**" (20th-Fox). Rivoli stated it did an estimated \$48,000 on the 11th week.

"**YOUNG DILLINGER**" (AA) and "**MY BABY IS BLACK**" (American). RKO Palace did \$13,000 on the first week.

### Para. Stock Offer

Baldwin-Montrose Chemical Company, Inc., FMI, Ltd., and Feuer and Martin Productions, Inc., have offered to purchase 125,000 shares of common stock of Paramount Pictures, Inc., for cash at \$64 per share. The offer expires May 28.

News of the offer sent the stock immediately from 56¼ per share to 60. The buyers must buy at least 125,000 shares and may buy any additional number of shares tendered. They are not required to buy any shares if less than 125,000 are tendered, and all commissions and transfer taxes are to be paid by the buyer.

Now we own some Paramount stock, and we don't intend to sell it to reap a quick profit. That is how highly we think of this fine company and the aggressive and capable management team headed by George Weltner, a worthy successor to the highly respected Barney Balaban. Paramount has never been in a better position. Their financial stature is strong, and they have an impressive lineup of films, both current and on the way to theatres, to say nothing of the company's other interests. The news is that Mr. Weltner does not recommend selling.

There is no substitute for good company management, and this startling offer proves that intelligent observers know a good thing when they see it.



# Bidding First In Ethics Code

## Allied Seeks Standards For Fair Bidding Rules As One Step In Draft Of All-Industry Code

SAN FRANCISCO—An initial draft of a "Code of Ethical Conduct for the Motion Picture Industry" was presented for the consideration of the directors at the National Allied board meeting at the Fairmont Hotel here by Allied's Code of Ethics committee, under the chairmanship of Irving Dollinger.

The Code envisions minimum standards of conduct acceptable to all fair-minded individuals covering all spheres of activity in the motion picture industry and all relationships affecting motion picture production, distribution, exhibition, advertising, and the public interest.

At this meeting in San Francisco, the board confined deliberation to the sub-section on "Bidding" under the sub-heading of "Exhibitor-Distributor Relations." The immediate necessity for recognized standards of bidding practices has been publicly expressed by the responsible leaders of both distribution and exhibition. The directors therefore decided that the limitations of time and the urgency of this particular matter required that priority be given to the subject of bidding.

After careful evaluation and consideration, the directors of Allied States Association of Motion Picture Exhibitors recommend to the exhibition and distribution branches of the motion picture industry adoption of the following Code for Ethical Conduct in Bidding Practices and appeal to executives in distribution and publishers and editors of the trade press to act for its implementation as the first step in the realization of an all-inclusive Code of Ethical Conduct for the Motion Picture Industry.

The suggested Code as it applies to "Bidding" follows:

1. Bidding cannot be instituted between theatres not in substantial competition with each other.

2. Bidding shall not be instituted except at the request of one or more competing exhibitors.

3. A request for bid by a distributor must be preceded by a trade showing in the nearest exchange city.

4. No bid, or re-bid, shall be due more than 90 days nor less than 21 days before the opening date of the motion picture being bid.

5. All exhibitors who bid shall be notified of the identity of the successful bidder and the terms of the successful bid no later than 10 working days after the date on which the bids are due.

6. A definite opening date for each picture must be included in all bids. If the opening date of a picture is changed, new bids must be requested.

7. When a distributor states his minimum requirements in a request for bid, the picture must be awarded to one of the bidders, providing that the minimum requirements have been met.

8. If any request for bid does not contain minimum requirements and the distributor considers all bids unsatisfactory, the distributor must send out new requests for bid specifying minimum requirements to all theatres

## Conn. Exhib Unit Nixes NSS Price Increase

NEW HAVEN—United Motion Picture Theatre Owners of Connecticut has voted unanimously "to reject National Screen's dictatorial announcement of unjustifiable increases in prices."

This was stated in a telegram to Burton Robbins, president of National Screen Service, following a membership meeting here.

## "John Henry" To Carthay

NEW YORK—Carthay Center Productions, Inc., film producing subsidiary of National General Corporation, has concluded its third straight deal with the director-writer-producer team of Bud Yorkin and Norman Lear and their Tandem Productions for "John Henry Goes To New York," suggested by the story of John Henry Faulk in his book, "Fear On Trial."

Irving H. Levin, NGC executive vice president and head of Carthay, said that the production will star Dick Van Dyke with filming to start in late 1966.

Jules Schermer, recently named vice president-production executive of Carthay, will be the liaison with Yorkin and Lear on "Fear on Trial," as well as on two previously announced projects, "Divorce, American Style," also starring Dick Van Dyke, and "What Are Little Girls Made Of?" based on the Muriel Resnik novel, "The Girl in the Turquoise Bikini," both for Columbia release.

involved and must then award the picture to one of the bidders, providing that the minimum requirements have been met.

9. If no bid meets the distributor's minimum requirements and the distributor decides to negotiate, each exhibitor who received a request to bid for this picture must be given an opportunity to negotiate.



Salvador Dali, himself, helps armed guards protect the original pop-op-surrealistic painting he was commissioned to do by 20th Century-Fox for "Fantastic Voyage" as it was moved to the company's New York headquarters. The art will be used as the basis for the ad campaign on the picture, now being filmed in Hollywood.

## No Change In U Policy; Blind Bids Rare Exceptions

NEW YORK—H. H. Martin, vice president, Universal Pictures, advised Sumner Redstone, president, Theatre Owners of America, that the company's future intentions in connection with "blind bidding practices" of their distributing policy "has not changed. We prefer to request bids on our pictures only after our customer and our own sales personnel have had the opportunity to screen the picture. This practice is not new with us but has been in effect for many, many years. However, occasionally, and this happens very rarely, due to circumstances over which we have no control, we have announced the release date of a picture and in those situations where bidding is the practice, we have requested 'blind bids' which include the following escape clause: 'This contract may be cancelled by notification to the distributor within 48 hours after the exhibitor is notified that the print is available for screening.'

"Our future policy is our performance of the past. We will continue to request bids when screening prints are available. However, we reserve the right to maintain and handle the exception to the rule, based solely on our best business judgment."

## Legion "C" For "Pawnbroker"

NEW YORK—In giving "The Pawnbroker" a "C" (Condemned) rating, the National Legion of Decency stated: "An acceptable classification has been denied the Landau Company release for the sole reason that nudity has been used in its treatment."

"Although nudity is not in itself obscenity and might even have an artistic function in a film of quality," the Legion objection continued, "it is never a necessary or indispensable means to achieve dramatic effect. The present film is no exception because the director could have accomplished his artistic objectives by the less liberal and more demanding method of indirection."

The Legion held that "the good of the motion picture industry as well as of the national community requires that a marked effort on the part of some producers to introduce nudity into film treatment be discouraged; for such treatment is open to the gravest of abuse."

## Fitzgibbons Heads TCL

TORONTO—J. J. Fitzgibbons, Jr., has been appointed president of Theatre Confections Limited, it was announced by R. W. Bolstad, president of Famous Players Canadian Corporation Limited, who previously held that office.

Fitzgibbons formerly held the position of vice-president and general manager of Theatre Confections, a subsidiary of Famous Players.

Theatre Confections Limited services confections to indoor and drive-in theatres, parks, and areas across Canada.



Only Once In A Lifetime

An Entertainment So Rich, An Experience So Rewarding



# CONTINUING PRAISE...FROM FOR THE GEORGE STEVENS PRODUCTION

## Newspapers and Magazines:

### **N. Y. DAILY NEWS:**

"★★★★. George Stevens' production for United Artists of 'The Greatest Story Ever Told' is the producer-director's masterpiece. It is a magnificent film, which has been handled with reverence, artistic appreciation and admirable restraint. A great picture, one that will be as pertinent generations from now as it is today. There are intimate encounters as well as scenes of great scope and grandeur. Stevens was most fortunate in his selection of the Swedish actor, Max von Sydow, to portray Christ on the screen. I can think of no other actor who could have given a representation of Jesus with so much validity."

—Kate Cameron

### **UNITED PRESS INTERNATIONAL:**

"George Stevens has created what may be the masterpiece of his lifetime, surpassing 'A Place In The Sun' (for which he won the 1951 Oscar) and the classic western, 'Shane'."

### **NEW YORK TIMES:**

"There are things of supreme and solemn beauty. There are scenes in which the grandeur of nature is brilliantly used to suggest the surge of the human spirit in waves of exaltation and awe."

—Bosley Crowther

### **LOS ANGELES TIMES:**

"Stevens has made a living painting of nearly every scene, both in composition and in color. Max von Sydow walks in beauty. He must be hailed for a portrayal at once compassionate, impressive and always dominant."

—Philip K. Scheuer

### **GOOD HOUSEKEEPING:**

"'The Greatest Story Ever Told', the long-awaited and extremely ambitious chronicle of the life of Jesus Christ, has been stunningly rendered for the screen. Everyone concerned in its making is to be congratulated. Although the events from the Nativity to the Crucifixion have often been depicted upon the screen, they have never been treated with greater historical accuracy nor with such discernment and grace."

### **THE MIAMI HERALD:**

"'The Greatest Story Ever Told' could be the most majestic production the screen will ever have in the time and scope of its current dimensions."

—George Bourke

### **ASSOCIATED PRESS:**

"A soaring achievement, the best film made from a biblical theme."

### **CUE:**

"...the subject is treated with the utmost reverence, there are moments of great beauty, and the film will undoubtedly provide a meaningful religious experience. The face of Max von Sydow, who portrays Christ, is majestic to behold."

### **CHICAGO'S AMERICAN:**

"The picture will become a classic. I don't think one need be religious to be profoundly stirred by 'The Greatest Story Ever Told'. To see it is a glorious heart-rending, inspiring experience."

—Ann Marsters

### **SEVENTEEN:**

"A striking visual panorama of biblical times, handsomely designed, lovingly photographed. Max von Sydow is excellent."

### **WASHINGTON POST:**

"There are such stunning, imaginative pictures here that one could see the film again and again simply to feast on them. 'The Greatest Story Ever Told' will be recognized as a memorably creative glint of an insoluble mystery."

—Richard L. Coe

### **SAN FRANCISCO EXAMINER:**

(Editorial)

"The most sensitive of themes, the Life of Christ, is told with reverence, daring, and eloquence. The George Stevens production is a masterpiece of conception and beauty. It is rare that comment on a movie appears in this space. But this is a tremendous achievement that well merits the superlatives with which audiences have applauded it."

### **BOSTON HERALD:**

"Thanks to the taste and artistry of Mr. Stevens and the truly remarkable portrayal of Jesus by the Swedish actor, Max von Sydow, the result is a memorable film. We see Him as a tall, virile, masculine figure. We hear Him speak the words we all know. We feel His love, we understand His anger."

—Elinor Hughes

### **REDBOOK:**

"'The Greatest Story Ever Told' is the best film that has been made of Christ's life. George Stevens has handled the story with dignity and given it a handsome setting. There are magnificent scenes in the film."

### **DETROIT FREE PRESS:**

"The movie encompasses so much emotion and passion that to judge it simply as a movie is difficult. It is a movie which contains many marvels and many things to marvel over. This marvelling, it seems safe to predict, will soon be carried out by millions of moviegoers."

—Mort Persky

### **FILMS IN REVIEW:**

"George Stevens, Cinerama, and 'The Greatest Story Ever Told' were well met. It is an oratorio set to pictures, which glowingly restates Christ's message. It is a picture for all seasons."

—Frances Taylor Patterson

### **LOOK MAGAZINE:**

"...it may run for 40 years."

### **THE NATIONAL OBSERVER:**

"Producer George Stevens has wrought a cinematic miracle with 'The Greatest Story Ever Told'. He has transferred the essence of the ministry of Jesus of Nazareth—the essence of love—to film. Deeply moving, and creatively imaginative. His words flame and crackle with passion and understanding. Max von Sydow doesn't play Jesus of Nazareth; he is Jesus. Vividly portrayed, tastefully and artistically presented. An outstanding example of the motion picture art."

—Joseph N. Bell

### **SENIOR SCHOLASTIC:**

"The newest and best-so-far film on the life of Our Lord is George Stevens' 'The Greatest Story Ever Told'. Combining strength and sensitivity, von Sydow gives an impeccable performance."

—Philip T. Hartung

### **DALLAS MORNING NEWS:**

"The most incredible and remarkable portrayal of the life of Jesus Christ ever put on film."

—William A. Payne



# ALL WALKS OF LIFE... OF "THE GREATEST STORY EVER TOLD"

## Religious Leaders and Publications:

### **BISHOP GERALD KENNEDY:**

(The Methodist Church, Southern California-Arizona Conference)

"'The Greatest Story Ever Told' is certainly the greatest movie on the life of Christ that has ever been produced."

### **DR. W. WAYNE DEHONEY:**

(President, Southern Baptist Convention)

"'The Greatest Story Ever Told' is a spiritually sensitive production, magnificently done and accurately portraying the great over-riding truths of the Christian faith.

"See 'The Greatest Story Ever Told' for the sheer enjoyment that is soon transformed into spiritual ecstasy."

### **L'OSSERVATORE ROMANO:**

(The Vatican City Daily Newspaper)

"... whatever type of film George Stevens makes shows taste, finesse in drawing of the characters, such care in nuances and shadings. 'The Greatest Story Ever Told' should meet with the favor of the public to whom it presents a clean effective version of gospel facts, giving it entertainment value ... has us all relive the most beautiful pages of the life of Jesus in the best traditional iconography."

### **THE REV. ROBERT G. KONZELMAN:**

(Director of Adult Education, The American Lutheran Church)

"Magnificent! Artistically it is incomparable. This is the Christ in our own day. He is a Christ having something for all, the Protestant, the Catholic, the Jew and the unbeliever."

### **BISHOP REUBEN H. MUELLER:**

(President, The National Council Of Churches Of Christ In The U.S.A.)

"The general effect on the audience impressed me. Almost the spirit of awe and worship. I'm sure that every man would be benefited by sitting under its influence."

### **DR. KYLE M. YATES:**

(Professor of Bible, Baylor University  
A translator of the Revised Standard Version of the Bible)

"There is unbelievable beauty and grandeur ... something that causes a holy hush to fall over an audience. We recognize George Stevens as a genius."

### **ARCHBISHOP IAKOVOS:**

(Archbishop of the Greek Orthodox Church in North and South America and a President of the World Council of Churches)

"In this work the story remains the greatest story ever told; and in this fresh re-telling it will surely be an inspiration to the many millions who should, and no doubt will, see it."

### **DAN L. THRAPP:**

(Religion Editor, The Los Angeles Times)

"'The Greatest Story Ever Told' is the finest religious picture ever filmed. The picture may well be shown, in one version or another, for a hundred years, as some have speculated."

### **WILLIAM MOORING:**

(Syndicated Catholic columnist and critic)

"One of the greatest motion pictures ever made. The film has brought a glowing sense of spiritual renewal."

### **DR. CARROLL SHUSTER:**

(Executive Secretary, Synod of California, Southern Area United Presbyterian Church)

"I watched it in progress, both on location and in the studio, and thought it might be one of the greatest religious pictures ever shown. It is."

### **JAMES FRANCIS CARDINAL McINTYRE:**

(Archbishop of Los Angeles)

"I am hopeful that all our people may have an opportunity of viewing this picture story of the major incidents in the life and passion of Our Saviour."

### **REV. DR. DAVID J. SELIGSON:**

(Central Synagogue of the City of New York)

"I am glad to tell you that George Stevens is to be congratulated for the truly magnificent restrained and poetic presentation of this historic theme which is at the heart of the Christian tradition."

### **CHARLES C. PARLIN:**

(A President of the World Council of Churches)

"It was a thoroughly rewarding experience. I would hope that in addition to adults, all church school classes of high school age level could see it."

### **DR. CARL W. SEGERHAMMAR:**

(President, Pacific Southwest Synod, Lutheran Church in America)

"It is thrillingly told and compellingly pictured. It is immensely satisfying to find the great Gospel told in a dynamic manner, with faithfulness to the facts and with deep insight."

### **DR. HAROLD LINDSELL:**

(Associate Editor, Christianity Today)

"The filming of the picture was done magnificently, the scenes were authentic, and the results most impressive."

### **DR. ARTHUR S. MAXWELL:**

(Editor, Signs of the Times)

"I appreciated the reverence, the simplicity, and the majesty of the presentation. No one could see it without being deeply moved."

### **DAVID W. GOCKLEY:**

(Director of Public Relations, Religion in American Life)

"From the visit of the Magi to the resurrection morn, the strong powerful moving scenes were etched on the minds of the viewers."

### **THE REV. DEAN S. COLLINS:**

(Exec. Sec. Western & Pacific Region, American Bible Society)

"It deserves all of the accolades that can possibly be given to it. Stevens' genius has made this film one of the most potent instruments for human growth and development that has been devised."

### **NATHAN ZIPRIN:**

(B'nai B'rith Messenger)

"Conceived in the spirit of brotherhood and produced with care and sensitivity that befits its subject, 'The Greatest Story Ever Told' is a fascinating screen biography of a historic figure that illuminates the universality of religion."

### **EDWIN H. TULLER:**

(General Secretary, American Baptist Convention)

"What impressed us most was the delicate insight brought out, thus helping us to see the relevance of the 'Greatest Story' to the universal condition of men. Mankind will be the richer for this production."

### **DR. WESLEY ROBB:**

(Associate Dean, University of Southern California  
Professor of Religion)

"I want to go and see it a second time because it has real value for us in terms of our own sensitivity."



# Columnists, Film Makers, Personalities:

## HERB KELLY:

"Simply, the greatest. It will probably go down in filmdom history as George Stevens' crowning achievement."

—*The Miami News*

## MEL HEIMER:

"A film masterpiece. Its impact is stunning and moving. Masterfully, Stevens tells the story of Jesus in warm human terms."

—*King Features*

## HOWARD W. KOCH:

"One of the best directed and photographed films I have seen in my life."

## JULIE ANDREWS:

"Max von Sydow delivers one of the screen's truly memorable performances in 'The Greatest Story Ever Told'."

## RICHARD D. ZANUCK:

"'The Greatest Story Ever Told' will bring superb entertainment to millions of people throughout the world."

## ROSS HUNTER:

"'The Greatest Story Ever Told' is not to be missed . . . a unique and great motion picture."

## GREGORY PECK:

"A magnificent accomplishment. A timeless epic on film. I am sure that the noble qualities of the film will win for it a vast world wide audience for years to come."

## SAMUEL GOLDWYN:

"'The Greatest Story Ever Told' raises motion picture making to new heights. It reaches deep into the heart with its reverence and stirs the emotions profoundly with its beauty and its grandeur."

## HAROLD MIRISCH:

"'The Greatest Story Ever Told' is a towering motion picture achievement. The George Stevens film is one of rare beauty and excitement that will be long remembered."

## ARTHUR FREED:

"A magnificent motion picture for the entire family."

## GEORGE SEATON:

"Mr. Stevens has created an exalting film of wonder and beauty."

## NORMAN TAUROG:

"One of the finest motion picture masterpieces of all time."

## FRANK ROSS:

"Seeing this beautiful picture is an unforgettable experience everyone must have."

## FRANK CAPRA:

"Every man, woman and child should see George Stevens' 'The Greatest Story Ever Told'. A magnificent film about the most important event in human history."

## HEDDA HOPPER:

"A magnificent spectacle, photographed gloriously. No one could have played Christ as well as Max von Sydow."

## HARRY GOLDEN:

"In this movie each scene is more effective than the other. Stevens' 'rationalist' approach to the Jesus story makes it interestingly a whole panorama of faith."

## JIM BISHOP:

"I think it's the most important movie I have ever seen. 'The Greatest' is great."

## BERT BACHARACH:

"George Stevens' 'The Greatest Story Ever Told' may be very close to 'the best movie ever made'."

## LOUIS SOBOL:

"Max von Sydow seemed almost endowed with the divine touch in his superb interpretation of Jesus in George Stevens' stupendous film offering, 'The Greatest Story Ever Told'."

## RICHARD WATTS, Jr.:

(Drama Critic, New York Post)

"It pleased me to learn that George Stevens' 'The Greatest Story Ever Told' is proving an enormous success."

## SEN. GEORGE MURPHY:

(U.S. Senator, California)

"The beauty created by George Stevens, is extraordinary. 'The Greatest Story Ever Told' is great indeed . . . and speaks to all peoples and to all generations."

## AL CAPP:

"If you miss 'The Greatest Story Ever Told', you will have missed one of the finest achievements of our time."

The  
**GEORGE STEVENS**  
Production

# THE GREATEST STORY EVER TOLD

Presented in  
**CINERAMA**

Released by  
**UNITED ARTISTS**

MAX VON SYDOW • MICHAEL ANDERSON, JR. • CARROLL BAKER • INA BALIN • PAT BOONE • VICTOR BUONO • RICHARD CONTE • JOANNA DUNHAM • JOSE FERRER • VAN HEFLIN • CHARLTON HESTON • MARTIN LANDAU • ANGELA LANSBURY • JANET MARGOLIN • DAVID McCALLUM • RODDY McDOWALL • DOROTHY McGUIRE • SAL MINEO • NEHEMIAH PERSOFF • DONALD PLEASANCE • SIDNEY POITIER • CLAUDE RAINS • GARY RAYMOND • TELLY SAVALAS • JOSEPH SCHILDKRAUT • PAUL STEWART • JOHN WAYNE • SHELLEY WINTERS • ED WYNN  
with MEMBERS OF THE INBAL DANCE THEATRE OF ISRAEL • Screenplay by JAMES LEE BARRETT and GEORGE STEVENS • Produced and directed by GEORGE STEVENS  
In creative association with CARL SANDBURG • Music ALFRED NEWMAN • Filmed in ULTRA PANAVISION® • TECHNICOLOR®



## Education Council, Dartmouth To Study Films As Art

WASHINGTON—College study of motion pictures as contemporary art will be the subject of a year-long project announced by Dartmouth College and the American Council on Education.

The project, financed primarily by a grant of \$64,892 from the Arts and Humanities Branch of the U. S. Office of Education, has as its major objective the collection and distribution of information about college courses in the history, criticism, and appreciation of motion pictures.

A national conference, scheduled for Oct. 20-23 on the Dartmouth campus, will review major teaching approaches and discuss the place of film-study in a liberal arts education.

David C. Stewart, consultant on the arts to the American Council on Education, will direct the project in association with J. Blair Watson, Jr., director of Dartmouth College Films.

Following a preliminary six-month survey conducted in 1964 of film-study in higher education, Stewart declared in an article published in the current issue of *The Educational Record*, the American Council's journal:

"Today's college students have grown up with the movies as a kind of cultural presence. They have seen them on television, probably from early childhood. And in one sense students have taken them more seriously — certainly more immediately — than other traditional arts. Movies are their art, their discovery, the art of the 20th century. No other art is so natural and common a part of the texture of daily student intellectual life. A student's ratio of movies to novels may be 20 to one; but although the college he attends is likely to offer more than a dozen literature courses, it is just as likely that he will not find a single course in motion picture history or criticism."

However, the survey did show that higher education has begun to respond to the motion pictures as contemporary art. Among the nation's 100 largest colleges and universities, there has been a 43 percent increase in the number of film courses in the past 12 years — from 575 to 825, and an increase of 53 percent — from 98 to 148 — in those courses devoted to history, criticism, and appreciation of films. During this period, there also has been a 64 percent increase in the number of production courses, emphasizing film writing, directing, acting, etc.; 43 percent in communication courses, primarily concerned with film as one of the mass media of communications; and 26 percent in audio-visual courses, concentrating on the use of film as an aid to instruction.

As an outgrowth of the joint project with Dartmouth and to aid colleges and universities interested in launching or expanding programs in film-study, the American Council on Education plans to publish a film-study resource book which will include descriptions of current courses and information about film distribution, motion picture libraries and archives, and professional associations in the field.

## Owen To Col. In Memphis

MEMPHIS—Frank Owen has been promoted to the post of Columbia Pictures branch manager here, replacing Norman Colquhoun, who is retiring.

# Allied Against Dept. Of Justice Move To End Circuit Decree Restraints

## Variety New England Tent To Fete Sumner Redstone

BOSTON—A salute to Sumner M. Redstone in the form of a testimonial dinner will be rendered by Variety Club of New England, Tent 23, on June 1, in the Imperial Ballroom of the Statler-Hilton Hotel here.

Redstone, who is president of Theatre Owners of America, is associated with his brother, Edward, and his father, Michael, in the operation of Northeast Drive-In Theatre Corporation, with 35 theatres in 10 states.

The event will be attended by civic and industry dignitaries, according to Arthur H. Lockwood, dinner chairman.

Redstone has been active in TOA and civic affairs for several years. He is the author of articles on anti-trust, tax and labor laws, and is a member of the Bar of the U. S. Supreme Court, Supreme Court of Massachusetts, District of Columbia, and the U. S. Court of Appeals.

## \$1,000,000 Backs "Sandpiper"

NEW YORK—Going all-out to back up exhibitor interest in Martin Ransohoff's production of "The Sandpiper," Metro-Goldwyn-Mayer will spend \$1,000,000 advertising the picture in the United States.

On the national level, the advertising campaign will include full-color ads in *Life* and *Look* magazines, to appear in late June in conjunction with the national release of the picture.

The company has budgeted approximately 50 per cent of the advertising funds for a point of sale co-op program. The balance of the budget will be spent on national advertising, separate New York and Los Angeles campaigns, and trade press advertising.

The ad campaign will be built around layouts featuring Miss Taylor and Burton in paintings commissioned from top American illustrators Alex Ross, Joe De Meers, and Robert McGinnis.

SAN FRANCISCO — Assistant Attorney General William H. Orrick, Jr., head of the Antitrust Division, has advised Allied States Association of Motion Picture Exhibitors that the Department of Justice is considering recommending that the Consent Decrees be changed to remove the restraint on expansion of the five formerly-affiliated theatre circuits, it was revealed during the Allied board meeting here.

Allied has been invited by Orrick to send representatives to a meeting in his office on May 25 at which request to modify the Consent Decrees in this respect will be discussed.

Allied president Jack Armstrong responded with the following telegram to Assistant Attorney General Orrick:

"Meeting in San Francisco to consider your letter of April 19, the directors of Allied States Association of Motion Picture Exhibitors, representing approximately five thousand and independently-owned theatres in the United States, have expressed unanimous and vehement opposition to any modification of the judgments entered in *United States v. Paramount Pictures Inc., et al.*

"These judgments do not prevent expansion of the subject national theatre circuits. The only requirement is that the Court be satisfied that acquisitions will not unduly restrain competition.

"To propose that this minimal restraint be eliminated or modified is to threaten the continued existence of every independently-owned theatre in this country.

"Detailed letter more fully stating our position follows."

## Other Industryites Invited To Discuss Decree Changes

WASHINGTON, D.C.—Assistant Attorney General William H. Orrick, Jr., head, Anti-Trust Division, Department of Justice, invited industry groups to hearings to be held here on May 24-25 and May 27-28 on a proposal to open the industry consent decrees for the purpose of either eliminating or modifying the restraint on expansion by the former five affiliated theatre circuits.

Invited to attend and present their views  
(Continued on next page)



Jonas Rosenfield, Jr., 20th Century-Fox vice-president and director of advertising, publicity, and exploitation, recently received some important "The Sound Of Music" awards. On the left, Ed Miller, *Seventeen Magazine*, presents him with a plaque honoring the film as "Picture of the Month," and on the right, he accepts *Scholastic Magazine's* Bell Ringer Award from Ruth Melhado, the publication's film critic.





# Kranze, Nathanson To Landau Posts As Distribution, PR Executives

NEW YORK — Bernard G. Kranze, well known motion picture industry sales executive, joined The Landau Releasing Organization, Inc., as vice-president in charge of distribution, it was announced by Ely A. Landau, head of the company.

Kranze, who most recently served as vice-president in charge of world distribution for Cinerama, Inc., has taken up his new duties with Landau, but will continue to serve Cinerama in the capacity of consultant. He will, in his new position, establish distribution and merchandising policies on the Landau product and will function as the principal liaison with Allied Artists, who handle sales for LRO. Erwin Lesser, vice-president and domestic sales manager of the Landau Releasing Organization, will continue.

A born New Yorker, Kranze began in the industry at Paramount's Astoria studios. After serving with RKO, United World Pic-

tures, J. Arthur Rank, Film Classics, and Eagle-Lion, he joined United Artists as vice-president and general sales manager in 1952. In 1956, he assumed a vice-presidency at Stanley Warner Cinerama, which was followed in 1960 by his appointment as vice-president of world distribution for Cinerama, Inc.

Mort Nathanson also has joined The Landau Releasing Organization as vice-president in charge of public relations, it was announced by Landau. Nathanson has dissolved his publicity-public relations organization to take up his new duties.

A veteran in the field of theatre and motion picture promotion, Nathanson headed the publicity operation of United Artists for 10 years and has represented many of the outstanding independents in the business, among them Samuel Goldwyn, Sam Spiegel, Michael Todd, and Katharine Cornell.

## Variety Sunshine Coach Drive Tops 100 Vehicles

SAN FRANCISCO—It was announced at the Variety Clubs International convention here that the sunshine coach scheme had now topped 100 vehicles. These are located in America (37), Britain (67), Ireland (2), Mexico (1), with a further three building for Israel. The sunshine coach plan was founded in Britain three years ago when a single coach was constructed as a means of transporting handicapped children for day vacations and to centers for remedial treatment.

The project was immediately endorsed by the medical profession, and further coaches were built for hospital boards throughout the United Kingdom.

The British Tent shipped a coach to Houston, Tex., in 1962, and delegates at the Variety Congress in the city immediately endorsed the project as being applicable in America. Coaches are now located in the following American centers: Pittsburgh (1), Cincinnati (1), St. Louis (1), Washington, D.C. (1), Philadelphia (1), Milwaukee (1), Des Moines (1), Omaha (1), Dallas (4), Baltimore (1), Memphis (1), Atlanta (1), Los Angeles (3), San Francisco (1), Miami (1), Houston (1), New York City (3), Las Vegas (1), New Orleans (1), Seattle (1), Detroit (1), Cleveland (1), Buffalo (1), Albany (1), Indianapolis (1), Minneapolis (1), Dayton, Ohio (1), Chicago (1), and Grand Rapids (1).

The sunshine coach program has met with outstanding success this past year and has been one of the greatest and most unified efforts of Variety Club in bringing about benefits for children, many of whom were confined to hospitals.

The founder and administrator of the sunshine coach scheme, Leslie A. Macdonnell of England, was in San Francisco to deliver a paper on the future of the project to the delegates assembled for the Variety Clubs International Convention.

## Fox's "Custer" Postponed

HOLLYWOOD—Because suitable location sites have not been found in time to start as scheduled, 20th Century-Fox has postponed production of its super adventure-drama, "The Day Custer Fell," until the spring or early summer of 1966, it has been announced by Richard D. Zanuck, vice-president in charge of production.

The mammoth project, budgeted as the most expensive motion picture ever made by 20th-Fox in the western hemisphere, had been slated to start next August.

Zanuck emphasized that despite the postponement, full preparation work will continue under the supervision of producer David Weisbart and director Fred Zinnemann.

"More than 5,000 Indians, 500 cavalrymen, and 100 covered wagons will be involved in the production," Zanuck said. "It will require at least five months to prepare various camp sites on location and to establish necessary labor brigades. This would cause us to run into precarious weather conditions, and for this reason we will have to fix a new starting date for next year.

"The scope and magnitude of this major film also involves the activity and the feeding of more than 5,000 persons for an additional five months, and the acquisition and care of thousands of horses. These factors figured prominently in the decision to postpone production."

## ALLIED OPPOSES DECREE CHANGES

— continued —

are trade associations such as Theatre Owners of America, Allied States, and Independent Theatre Owners Association of New York; the five former affiliated theatre companies—American Broadcasting-Paramount Theatres, Stanley Warner Corporation, Loew's Theatres, RKO Theatres, and National General; distribution companies, including independent distributors as well as the seven consent decree companies—Columbia, MGM, Paramount, 20th-Fox, United Artists, Universal, and Warner Brothers; the IATSE and some other interested industry unions; and independent production representatives.

The decrees now require that the five former theatre affiliates obtain court approval of each theatre acquired before it can be made and a showing must be made that the proposed acquisition will not unduly restrain competition in its area.

Virtually all such court applications, however, have been approved over the past several years by the court. Despite this, the circuits claim that the court hearings are costly and burdensome and place them at a competitive disadvantage with circuits free to acquire new locations at will.

The IATSE has formally approached Justice officials on several occasions urging removal of the restraint on the ground that the five companies are best equipped to expand theatre operations, and in so doing would significantly enhance employment opportunities.

### Other Allied Resolutions Back Variety, Rap CATV

The Allied board also passed the following resolution:

"We the members of Allied States Asso-

ciation of Motion Picture Exhibitors place on record our appreciation of the work of the Variety Clubs International for sick and deprived children in America and other parts of the world.

"We are honored to participate in the functions of Variety, believing that this organization will play an ever greater role in the sphere of child welfare.

"Variety has become a unifying force for all sections of the amusement industry, and we urge all of our members to continue and increase their activities in this vital work benefiting handicapped and underprivileged children."

Other resolutions of the board included:

Appreciation and commendation to Seymour Poe, executive vice-president of 20th Fox, for the imaginative and aggressive advertising plan which will provide continued national television saturation of Fox product on a picture-by-picture basis over the ABC-TV network of 191 television stations.

Recommendation that all Allied regional associations sponsor state legislation to regulate CATV. The National Allied office will provide model bills on CATV regulation to the Allied units for introduction in the state legislatures.

Pledged increased dedication and effort to eliminate at this session of the Congress the excise tax on motion picture theatre admissions. Allied members are urged to write personal letters to the chairmen of the House Ways and Means Committee and the Senate Finance Committee requesting removal of the admissions tax.

Suggested that Allied members arrange additional screenings of "A Place In The Country" for all theatre employees so that there will be greater awareness of and pride in the Will Rogers Hospital.



## Filmways Double Dividend Sets New High For Firm

NEW YORK—Lee Moselle, president of Filmways, Inc., announced, "The board of directors of the company declared a 10-cent cash dividend and a 2 per cent stock dividend, equivalent to a total of approximately 40 cents per share (a new high), payable June 25 to stockholders of record June 4. This compares with a stock dividend of approximately 25 cents per share paid a year ago." This is the first cash dividend paid since the company went public in 1958.

Moselle further stated, "It is the intention of the board to pay such dividend on an annual basis if the anticipated future earnings of the company permit."

Filmways, Inc., will have a total of six shows on network television this year.

Filmways' motion picture activities under chairman of the board Martin Ransohoff continue to increase. Recently represented on the nation's screens with "The Americanization of Emily" and "Topkapi," the company has three major productions going into release before the year's end—"The Sandpiper," starring Elizabeth Taylor, Richard Burton and Eva Marie Saint; "The Loved One," starring Robert Morse, Jonathan Winters, Anjanette Comer and Rod Steiger, directed by Tony Richardson; and "The Cincinnati Kid," starring Steve McQueen, Edward G. Robinson, Ann-Margret, Karl Malden, and Tuesday Weld.

In pre-production are three motion pictures—"Ice Station Zebra," starring Gregory Peck and George Segal in Paddy Chayefsky's screenplay; "Day of the Arrow," a suspense melodrama starring Kim Novak; and "Don't Make Waves," a comedy by Ira Wallach. In addition, two new books have been acquired for filming—"Year of the Rat," by Mladin Zarubica, and "Castle Keep," by William Eastlake.

## Col. Earnings Rise

NEW YORK—Columbia Pictures Corporation reported that earnings for the nine months of fiscal 1965 were \$1,799,000 or 92 cents per share, compared with \$1,598,000 or 81 cents per share for the corresponding period in 1964.

A Schneider, president, said that while the pictures recently released did not measure up to expectations, the company is greatly encouraged by the fine reception of the trade and press alike accorded the current group of completed pictures including "Lord Jim," "Ship of Fools," "The Collector," "Genghis Khan," "Cat Ballou," and other films of more than average appeal being prepared for release.

"The potentialities inherent in this strong product lineup, coupled with the new highs toward which Screen Gems, our tv subsidiary, is heading, bulwark these expectations," Schneider stated.

## Bridgham Acquires N. H. House

DOVER, N. H.—Lloyd H. Bridgham, operator of a chain of New England theatres, announced the acquisition from New England Theatres, Inc., of the local Strand. He also operates the Uptown, which will now become a Friday, Saturday, and Sunday operation. His son, David, will be associated with the operation of the two theatres.

# Colorful Ceremonies Launch WB's "Great Race" Exhibit, Studio Tour

BURBANK, Calif.—With color, pomp and ceremony Warner Bros. Studios inaugurated its "The Great Race" Exhibit and Studio Tour and thus initiated the first free exhibit and studio tour of its kind in Hollywood history.

Studio president Jack L. Warner hosted the gala occasion. Tony Curtis, Jack Lemmon, and Natalie Wood, the three stars of the forthcoming "The Great Race," were on hand for in person bows along with the picture's director, Blake Edwards; its producer, Martin Jurow; and Henry Mancini, who wrote its musical score. Peter Falk, who co-stars in the multi-million dollar production, and Dorothy Provine, one of many guest stars, also assisted in the traditional ribbon-cutting event.

Inspired by Blake Edwards' \$12,000,000 Panavision and Technicolor comedy, "The Great Race," which will have its world premiere July 1 at the Hollywood Pantages, the colorful exhibit centers around an enormous, gaily-colored circus tent. There displayed are many of the eye-stopping props used in "The Great Race."

A specially-constructed theatre adjacent to the big top houses a continuous showing of a behind-the-scenes Technicolor wide-screen film on "The Great Race."

Among the props on display in the big tent, many of them animated, are an amazing dirigible, an amphibious torpedo, a unique submarine, a land rocket, and a pair of the fantastic, specially built automobiles that figure prominently in the film—the Leslie Special and the Hannibal Eight. One of these cars actually talks—and does other things that have to be seen to be believed.

Also displayed is the Edith Head ward-

robe worn by Natalie Wood in "The Great Race," together with wardrobe and scene sketches and set models that were prepared for the production.

A set of more than 200 still photographs of the picture and its players by photographer Bob Willoughby decorates three walls of the gigantic tent.

Matching the excitement of the exhibit and movie is the tram tour around Warner Bros. Studios. Six gaily decorated trams make a complete circuit of the lot. Attractive and appropriately garbed young ladies are the guides for the tour, hired by Warner Bros. for the run of the event from the firm known as Hostesses International.

A 50-foot concession tent provides refreshments with all proceeds earmarked for Variety Club of Southern California's charities and the Motion Picture Relief Fund.

Unless visitors wish to make a telephone call, or munch a hot dog, cotton candy, popcorn and ice cream, or savour a cup of coffee or any one of a variety of cold drinks, it's absolutely impossible to spend money at "The Great Race" Exhibit and Studio Tour. It's absolutely free to the public.

Admission to the event is limited to holders of tickets and these must be obtained in advance at any of 10 May Co. stores throughout greater Los Angeles. More than 125,000 tickets were made available to the public on a first-come, first-served basis starting May 3 at the May Co. Department Stores.

The exhibit and studio tour will be open between the hours of 4 and 8 p.m. and on Saturdays and Sundays from 10 a.m. to 6 p.m., through June 18. Starting June 19 and continuing through July 31, it will be open seven days a week from 10 to 6.

## Mrs. Kingsley To Moscow Festival

NEW YORK—IFIDA announced the appointment of Mrs. Lee Kingsley as official representative to the Moscow Film Festival to be held this June. Mrs. Kingsley, the

widow of the late Edward L. Kingsley, has been active in the film industry and has served as IFIDA's representative at the New York Film Festival.



Seen at the recent Apple Blossom Festival held in Winchester, Va., were, left to right, Jeff Hayden, production supervisor, Walt Disney Productions; Andy Benya, district manager, Broumas Theatres; Ed Rosenfeld, head of theatre operations, Broumas Theatres; screen star Eva Marie Saint; and Lamar Keen, resident manager for Broumas Theatres.



# Tour Of Vintage Planes Highlights "Flying Men" \$1,000,000 Campaign

NEW YORK—Plans for a most unique promotional tour were revealed at a press conference held on behalf of "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes."

Conducting the meeting was Jonas Rosenfield, Jr., 20th Century-Fox vice-president and director of advertising, publicity, and exploitation, who revealed the novel activities planned for the tour as well as other facets of the world-wide merchandising campaign.

The "stars" of the tour, which begins May 25, will be six of the vintage planes recreated for the film, a comedy about pioneer aviation. They will visit the following 14 cities over an eight-week period: St. Louis, Cincinnati, Cleveland, Detroit, Milwaukee, Minneapolis, Chicago, New York, Boston, Washington, D. C., Pittsburgh, Philadelphia, Toronto, and Buffalo. Because of transportation difficulties, another group of planes will be used in Los Angeles and San Francisco.

Rosenfield said that the reproductions were designed to the minutest detail of actual planes flown in 1910, the year in which the picture takes place. They will be exhibited and demonstrated at airports, and also tied in with special events in each city such as the official July 4 Eve celebration in Philadelphia which will be highlighted by a Mummers parade. There also is expected to be tie-ups with air events around the world, including the upcoming air fairs in London and Munich.

In charge of the tour will be Cole Palen, vintage airplane specialist, and Al Bennett, pioneer aviator. The cost of the unprecedented event, according to Rosenfield, will be \$100,000.

The six planes which will be seen in the 14 cities are two Bleriot monoplanes; one Demoiselle monoplane; one Thomas Pusher, Henri Farnum-type biplane; one Curtis biplane; and one Ornithopter. Accompanying the planes will be traveling displays, including original blueprints, which will provide concise visualization of the aircraft.

Branches of the Reserve Officers Association around the country have agreed to participate in local tie-ups in the various cities, including the sponsorship of the American premiere at the DeMille, New York, on June 16. Moreover, regional Air Force officials have been notified by their national office to work out cooperative promotional plans with 20th-Fox on the touring planes.

In addition to the New York premiere of "Those Magnificent Men in Their Flying Machines," 30 more cities will open the roadshow attraction by the July 4 holiday.

Rosenfield pointed out that the campaign for the Todd-AO-DeLuxe Color attraction was kicked off last June by the press junket to Europe which resulted in an avalanche of stories, photographs and column breaks. It is estimated that more than 240,000 words have been written thus far as a result of the junket.

Another phase of the long-range, international campaign will be a three-part series of institutional ads to be placed in the major capitals of the world. The series will include, Rosenfield said, a two-page insert, which first appeared in a recent edition of The New York Times. This will mark the first time a film company will use a two-page ad on an inter-

## American Films Potent In Cutting Payment Deficit

WASHINGTON, D. C.—In an article titled "They Love Hollywood" in the U.S. Department of Commerce publication, "International Commerce," author Stanley Lichtenstein states, "American film companies bring home some \$350 million per year more than they take out, reducing our balance of payments deficit by that amount; but they do much more."

He said that reports from U.S. foreign service and commercial officers in 16 countries add up to proof that U.S. films also create demand for American products wherever the films are shown. "This contribution of the film industry can not be measured exactly in dollars and cents," Lichtenstein stated, "but it has been proven to be immense. The influence of American films is so great, in fact, that it is regarded as sinister by this country's ideological opponents."

## Platt Joins Sherpax

NEW YORK—Milton Platt has joined Sherpax, Inc., film distributor, as general sales manager, it was announced by Saul Shiffrin, executive vice-president.

Platt has resigned as general sales manager of Continental Distributing, division of Walter Reade-Sterling, to accept the new post. He was with Continental for eight years.

Sherpax was recently established by Louis K. Sher, president of the Art Theatre Guild circuit, which is comprised of 30 theatres from Massachusetts to California.

national basis. The series of ads, whose total cost will be \$250,000, will be seen in newspapers in London, Paris, Tokyo, Sydney, Milan, Turin, Johannesburg, and Rio de Janeiro, and in Stern Magazine in Germany which reaches all its major cities.

The 20th-Fox executive said that Ronald Searle, the famous cartoonist and caricaturist, created the main title treatment, the advertising art, and a series of teasers depicting each of the main characters. Searle's drawings will provide the basis for an expensive animated sign on Broadway in connection with the New York engagement, as well as similar signs to be used around the world.

Another unique aspect of the campaign will be the recreation of the 1910 period at the theatres by means of lobby displays and posters which will have the flavor, tone, and color of that era.

Other promotional areas covered by Rosenfield include the souvenir program, which will resemble a magazine of 1910, and the soundtrack album, now in release.

The entire domestic campaign will cost in excess of \$1,000,000, according to Rosenfield.

The press conference began with a special promotional trailer which was created to demonstrate the nature of the planes and their ability to actually fly. The newsmen also saw a series of color slides depicting the planes and the performers in action.

## Variety Barkers Meet; British Ship Joins In

SAN FRANCISCO—The 38th annual convention of Variety Clubs International, a world-wide organization of men in show business dedicated to the assistance of needy children, was called to order at the Fairmont Hotel here last week by John Mills, British toastmaster.

Cyril Magnin, representing Mayor John F. Shelley, welcomed the delegates to San Francisco and accepted a Variety Club presentation from international chief barker James Carreras.

Ralph Pries, first assistant to the international chief barker, and Leslie Macdonnell of England addressed the session on Variety Club's famous Sunshine Coach program, which provides transportation for handicapped children for day vacations and to centers for remedial treatment.

Following the opening business session, Governor Edmund G. Brown was guest speaker at the international luncheon sponsored by Seven Arts Pictures and Hammer Productions. Films produced by the two companies were featured at the luncheon, with celebrities present including Ursula Andress, star of MGM's "She."

The next morning, a British warship cruised under the Golden Gate as a tribute to Carreras.

The H.M.S. Kent, guided missile armed destroyer and one of the largest warships of post-war design built for the Royal Navy, was ordered here in honor of Carreras, who is vice-chairman of the Royal Navy Film Corporation, which supplies motion pictures to the Royal Navy men at sea. Admiral Earl Louis Mountbatten of Burma fame, a gold card life member of Variety Clubs International, arranged for the vessel to berth in San Francisco during the Variety conclave.

A special children's party was held on board for some 50 youngsters from various orphanages in the Bay Area.

## MCA Earnings Set Record

UNIVERSAL CITY, CALIF.—The highest first quarter earnings in the history of MCA, Inc., were announced by Jules C. Stein, chairman of the board.

The unaudited consolidated net income for the three months ending March 31 amounted to \$3,925,563, and after preferred dividends, was equal to 80 cents per share on the 4,680,620 average number of shares of common stock outstanding during the period.

For the corresponding three months in 1964, consolidated net income was \$3,536,502, and after preferred dividends, was equal to 71 cents per share on the 4,560,770 average number of shares outstanding.

The above figures include the company's interest in the reported consolidated net income of Decca Records, Inc., for the respective quarters.

## Jewison Goes Indie

BEVERLY HILLS, Calif.—Norman Jewison has announced the formation of Norman Jewison Productions, independent production company which he will launch with the filming of "The Russians Are Coming," in association with Mirisch Corporation, for United Artists release. Jewison will produce as well as direct.

Film is scheduled to go in front of the cameras this summer and will be the first of a non-exclusive two-picture deal Jewison signed with the Mirisch Corporation.



## Cal. National, Local TOA Celebrate Their "Wedding"

HOLLYWOOD — Sumner Redstone, TOA national president, and Roy Cooper, Northern California TOA president, were hosts of Sherrill Corwin, president Southern California TOA, at a membership luncheon meeting attended by some 125 members to "celebrate the wedding of the local and national TOA."

Corwin promised regular meetings and prompt action on all dangers facing exhibitors.

Redstone assailed blind bidding as possibly the worst evil that has come upon the industry in a quarter century. He reported on his recent meeting with U.S. Assistant Attorney General on the matter. He praised United Artists and Paramount for their steps toward ceasing or minimizing the practice and forecast similar action by Universal.

Ken Roberts, recently appointed to handle exhibitor representation at the state capital, was introduced and described bills now before the state assembly which could have adverse results if passed. These included obscenity bills and night horse racing bills.

Joe Alterman, national TOA director, outlined provisions of the organizations' group insurance coverage and invited questions from the members.

## Edelman Heads Producers

BEVERLY HILLS, CALIF.—Louis F. Edelman was elected president of the Screen Producers Guild at the annual election and membership meeting of the Guild at the Beverly Hilton Hotel. A founder member of the Guild, Edelman succeeds Lawrence A. Weingarten, who concluded a three year term in that office.

Other officers named were Robert Cohn, first vice-president; Norman Felton, second vice-president; Norman Lear, third vice-president; Frank McCarthy, secretary; Lewis J. Rachmil, treasurer; and Aubrey Schenck, assistant treasurer.

Newly elected to the executive board for three year terms were Robert Bles, Leonard Freeman, and Richard Goldstone.

Reelected were incumbents Bryan Foy, Stanley C. Rubin, Aubrey Schenck, and Richard Wilson.



Paramount Pictures' international campaign for "The Amorous Adventures of Moll Flanders" reached a new high point recently with the gala "Moll Flanders" charity ball at the Starlight Roof of the Waldorf-Astoria Hotel, New York, for the benefit of the National Hemophilia Foundation. Maggi McNellis, left, WPIX-TV commentator, introduces star Kim Novak to the more than 600 celebrities and socialites in attendance.

# International Film Center Opens; Brussels Facility Woos Distributors

BRUSSELS—The official opening of the long-planned Centre International de l'Industrie du Cinema, S. A., was held recently in this Belgian capital, headquarters city for the Common Market.

The opening of the international film marketing organization, also known as CIIC-Film Centrum, was attended by city, government and film officials and representatives of the world's daily and motion picture trade press, many attached to the extensive Brussels press corps, and others who come from Rome, London, Paris, Madrid, Frankfurt and Stockholm.

Spokesman for CIIC-Film Centrum was Benn F. Reyes, president, who has worked in film distribution for many years in many countries of the world.

He said that CIIC-Film Centrum will be dedicated to wider and more efficient distribution of the world's motion pictures and the creation of an atmosphere within a permanent community in which all elements of the international film industry can work most effectively.

"CIIC-Film Centrum is a membership organization with sole headquarters in Brussels," Reyes explained. "It is housed in a newly constructed, specially-designed, modern 7-story building in the business center of the city, offering full facilities to the world's motion picture studios, producers, distributors, exhibitors, and manufacturers and suppliers of motion picture equipment, related products and services. Its facilities are open only to members, and their employees.

In citing some of the basic aims of CIIC-Film Centrum, Reyes said increased and more efficient world-wide distribution can help materially to relieve film industry crises in many countries.

"The exhibition side of the film industry constantly cites chronic film shortages, yet there are many completed pictures in the world's film vaults of at least modest pretensions which have had only perfunctory distribution, but which have a much wider playing potential." The problem, he stated, has always been the linking up of the exhibitors who need product with the producers and distributors who have the product.

He said a "world-wide industry distribution base will bring with it many benefits including increased revenues that eventually will be interpreted in terms of better product."

He also cited high world-wide distribution costs making it difficult for smaller producers and distributors to compete.

He said by bringing people in all phases of the industry together under one roof world distribution will benefit and production and distribution costs, among others, will be reduced.

Andre R. Willieme, executive director explained that CIIC-Film Centrum is made up of active and associate members. "Active members will ordinarily establish permanent offices on a year-round basis within the CIIC-Film Centrum facility," he said. To this end, CIIC-Film Centrum has offices of all sizes at modest rents to accommodate the largest as well as the smallest organizations.

"Associate members," he said, "are those who make periodic trips to Europe or those representing smaller organizations. They have the same privileges and are assigned temporary offices for the time they are at the Brussels headquarters."

Members—whether a company or an individual—pay a yearly membership fee, Willieme explained. There are no further membership payments or assessments.

Willieme said that Brussels was selected after many other cities were considered.

Since Belgium does not have major motion picture production, complete neutrality is possible for CIIC-Film Centrum to assure the membership that the organization will not be unduly influenced by a domestic film producing industry.

The center is located in a building dedicated to the specific needs of the industry, containing, in addition to offices, fully-equipped screening rooms, conference rooms and film vaults.

It is envisioned that within a short time, the major part of new motion picture product, as well as backed-up pictures, will be screened and available for world-wide distribution, sale or exchange at the Brussels' center.

## U.S. Films Abroad Do Some Good And Some Bad

SAN ANTONIO—Members of the San Antonio Motion Picture Council were told that United States films shown abroad do some good and some bad, but, in either category, they fall short of presenting an accurate picture of the American way of life.

A panel of four St. Mary's University students, Carlos Del Campo, Mexico; Antonio Gonales, Lima, Peru; Brian Derby, Monterrey, Mexico; and Eduardo Dargent, Lima, Peru, gave their views on U. S. films at a meeting of the board.

Del Campo said lack of realism is among the American movies' worst faults and that it gives the poorer class of Mexican the wrong idea of what he can expect when he comes to the U. S.

Gonales said that U. S. movies do his country a favor by showing the illiterate class of Peruvian some of the "nice" things in life

and, in this way, giving them incentive to acquire them.

Derby said the U. S. movies by and large, were far cleaner than European produced movies. Even so, he said, the actions of youth in such pictures as "West Side Story" and "Rebel Without a Cause" were often copied when shown in Mexico.

Dargent also said the uneducated classes in Peru tended to copy the types of violence and crime portrayed in U. S. movies.

Both students from Peru pointed out it was easier for a code to be enforced in Peru's showing of movies because of the backing the Catholic Church motion picture reviewers receive from the government.

According to Dargent, Peru specifies which pictures children under 12 may not see, which those under 16 may not see, and which are forbidden to persons under 21.



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# BEACH

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Suddenly a whole village was caught in the cross fire of hell, horror and heroism!





# Theatrical, TV Production Surge Keys 20th-Fox Studio Expansion

HOLLYWOOD—Indicative of increases in production of both theatrical features and television series, construction was started on three new sound stages at 20th Century-Fox studios.

Totalling nearly 50,000 feet of additional work area, the new stages will be ready for operation late this year. With 17 stages currently in use at the main studio in Westwood, and 10 stages at the company's Western Avenue Studio in Hollywood, the new additions will boost the total to 30, amounting to an area of 510,000 square feet of indoor filming facilities.

As the remarkable renaissance of 20th Century-Fox studio moves into its second year under Richard D. Zanuck, vice-president in charge of production, the space problem has become a vital factor in every area of the operation, ranging from office room to parking for the more than 3000 present employees.

Where two years ago the vast film center was at a production standstill, without a camera turning for nine months and with only 100 persons remaining on the payroll, a drastic contrast exists today.

The company's unprecedented 1964 production program of 21 motion pictures, including three 70mm roadshow attractions, was the greatest in 20th Century-Fox history. President Darryl F. Zanuck noted recently that on the basis of 25 prestige properties set to go before the cameras, the same pace would be maintained or even exceeded in the 1965-66 schedule.

Resurgence of 20th Century-Fox Television, of which Richard D. Zanuck is president, and William Self is vice-president in charge of production, is equally impressive.

From no programs on the air two seasons ago, the revitalized video operation was represented with five new network series this past season. Four of the shows have been renewed and with commitment of additional new series, the company will have 7½ hours of primetime network airing for the 1965-66 season.

In addition to construction of the three huge sound stages to alleviate space problems caused by the vibrant flurry of production, Richard Zanuck has streamlined the entire 20th Century-Fox operation, particularly in the physical aspects.

## Singerman Leaves Col.

NEW YORK—Sydney Singerman, veteran distribution executive and head of the playdate department of Columbia Pictures, has retired.

Singerman, who has spent 50 years in the motion picture industry, joined Columbia in 1942 and will round out 23 years of service with the company on his departure.

Immediately prior to joining Columbia, Singerman was business manager of the industry's "Movies Are Your Greatest Entertainment" combined campaign, and handled the distribution of the Maurice Schwartz motion picture, "Tevya."

For many years he was a film editor with Universal Pictures, during which time he handled the editing of such Lon Chaney classics as "The Phantom of the Opera" and "The Hunchback of Notre Dame."

The company's sprawling "back lot" of several hundred acres has long since become part of the fast-rising Century City complex. Virtually every foot of the remaining 75 acres encompassing the present studio boundaries is rapidly being utilized for production purposes.

New permanent exterior sets are being erected along the five miles of streets networking the property. A southern town has been constructed for the new television series, "The Long Hot Summer." A Paris Street set used in the film "Irma La Douce" was purchased and reassembled and utilized for the first time in its new setting for "Do Not Disturb," forthcoming Doris Day-Rod Taylor comedy. An Italian prison camp was constructed for "Von Ryan's Express," soon-to-be released war drama starring Frank Sinatra and Trevor Howard. Portion of an airport, replete with planes, was built for "Fate Is The Hunter."

The now celebrated New England square was erected for the "Peyton Place" series; a submarine base was built for "Voyage to the Bottom of the Sea" program; a fort was made for "Daniel Boone"; a typical New York street went up for "Valentine's Day," and at the Western Avenue lot, an English village set was developed for the "12 O'Clock High" network show.

The studio's typewriter repair shop from the outside has become a train depot. One entrance of the administration building was physically doctored to conversion into a hospital for "Peyton Place."

All of these facades, built on the exterior walls of available sound stages and other buildings, are permanent and can be utilized for subsequent projects indefinitely.

Thousands of trees and plants which decorate the studio grounds actually are ensconced in wooden tubs. They are "portable," and can be moved to outdoor sets or interiors on sound stages whenever foliage is required.

Additionally, the company's 2300-acre Century Ranch at Malibu is being developed. Many permanent outdoor sets already are operative there, along with the largest sky-backing water set in the world, a miniature lake several acres in size, a vast reservoir, and a complex for special effects photography.

## Cristaldi In Col. Deal

NEW YORK—A multiple-picture production agreement was concluded between Columbia Pictures and producer Franco Cristaldi. The agreement provides for the production of nine pictures in three years, with an average of three pictures a year. Columbia will distribute the films throughout the world, including the United States.

Max Setton, managing director of Columbia Productions, Ltd., said that with this agreement Columbia is participating in its first major releasing arrangement in Europe for important productions of quality and strong commercial possibilities.

Cristaldi said that he is very happy to see this agreement concluded because it means that major Italian films will now receive major distribution and handling all over the world.

## Exhibs Mull Movie Trends On Boston TV Panel Show

BOSTON—Two New England exhibitors joined film press agent-author Art Moger, former Warner Bros. exploitation man in Boston, and author of "Some of My Best Friends Are People," on WBZ-TV's Sunday "Odyssey" program, sponsored by the Massachusetts Department of Education. The panel show, moderated by commentator Jack Borden, was called "Movies Mayhem!"

Arthur Lockwood, former president, Theatre Owners of America, head of the Boston-based theatre chain, Lockwood-Gordon; and Richard A. Smith, president of General Cinema Corp., operating 31 drive-ins, 47 conventional theatres of which 11 are Cinema I and II twins, and 18 Holiday Lanes bowling centers, discussed the trend of current motion picture exhibition with emphasis on the reasons for saturation bookings and hard ticket productions versus regular admissions.

Smith cited "Cleopatra," at a cost of \$40,000,000, "which precluded the making of 20 films at the cost of \$2,000,000, which would have supplied product for suburban audiences."

On the other hand, Lockwood, owner of two new Cinerama theatres in San Diego, Calif., slightly favored hard ticket films for "some" of his theatres, since he also operates conventional grind houses throughout New England, and cited the list of "good" motion pictures being shown currently.

Featured on the program was a reel of assorted home films Moger took while a Warner Bros. exploitation man in Boston of film personalities Gregory Peck, John Huston at world premiere of "Moby Dick" in New Bedford, Mass., Ezio Pinza, Robert Wagner, James Whitmore, Wendell Corey, Alan Ladd, Michael Curtiz, John Ford, Carolyn Jones, George Jessel, Judy Garland, Zachary Scott, Jayne Mansfield, and Jack Warner.

## UA Promotes Jaquier

NEW YORK—Raphael Jaquier has been appointed United Artists' general manager in Switzerland, it was announced by Eric Pleskow, UA vice-president in charge of foreign distribution.

Prior to joining the company in 1960, Jaquier held positions with Swissair and the Hamburg Stock Exchange. In January 1965, he was named acting manager for UA's Swiss office, replacing Ernst Goldschmidt, who became the company's top man in Germany.



Stella Stevens, star of Columbia's "Synanon," recently visited at the New York Coliseum where company had a booth set up for its 8mm home movies division under the direction of Eli Arenberg, right, head of the division.



## E-K Announces Third Teen-Age Movie Contest

ROCHESTER, N. Y.—The third annual movie-making competition for teen-agers, intended to encourage creative activities of youth and locate teen-made films for possible entry in foreign film festivals, has been announced by Eastman Kodak Company.

The 1965 Kodak Teen-Age Contest is open to any boy or girl 12 through 19 years old, as of July 1, 1965, living in the United States or Canada. Any 8mm or 16mm film of any length on any subject may be entered—in color or black-and-white, silent or with sound. The only exceptions are films previously entered in a Kodak contest.

Co-sponsors of the contest with Kodak are the University Film Foundation, on behalf of the University Film Producers Association, and CINE—the Council for International Nontheatrical Events. Preliminary judging of films entered will be done by UFPA member colleges and final judging by a panel of acknowledged motion picture experts on the basis of originality, story or informational content, and camera technique.

Following final judging, a CINE committee will select films to be entered in overseas film competition from among the contest's winning and honorable mention movies. Eleven films from the last year's contest now are under CINE consideration for foreign festival entry; nine movies from the 1963 contest were selected for showing overseas.

Contest entries will be judged in two categories: junior category—12 through 15 age group; senior category—16 through 19. Duplicate prizes will be awarded in both categories: first prize, \$150; second prize, \$75; third prize, \$25. At least 10 honorable mention movies in each category will earn prizes of two rolls of Kodachrome II movie film.

Movies eligible for entry may be the work of an individual or a group of teen-agers. Actors may include adults or children, but script, camera work, and other production must be the work of teen-agers.

Entry blanks for the contest must be received by Sept. 15, and the films not later than Oct. 1.

Complete rules, entry blanks, and thumbnail sketches of the kinds of movies that have won in the previous contests are available from Kodak. Write to Kodak Teen-Age Movie Contest, Eastman Kodak Company, Rochester, New York 14650.



As D. J. Edele, Embassy Pictures vice-president and general sales manager, looked on, Mrs. Mary Reeves, wife of balladeer Jim Reeves, was presented a recording of Reeves' singing by Billy J. "Red" McCoombs, president, San Antonio Chamber of Commerce, in the lobby of the Texas at the premiere of Embassy's "Kimberley Jim."

## The NEW YORK Scene

By Mel Konecoff

**A MATTER OF PRODUCTION:** ANATOLE DE GRUNWALD, PRODUCER OF MGM'S "The Yellow Rolls-Royce," was in town for home office discussions on future product and to help promote the film, which opened at Radio City Music Hall last week. Across the breakfast table, bathed in a yellow glow from yellow candles, a yellow tablecloth and napkins, and yellow on the walls, he told us that thus far the film is grossing 30 per cent ahead of "The VIP's" in Europe. Since he designed it for the world market, he hoped it would do as well here.

He tries to make entertainment the key aim of his films and not follow in the footsteps of others, who, in the last few years have concentrated on pseudo-art or sex. He believes a film should be for the family, offering a little relief from the miseries and oppressions of everyday life. He maintained that it was much easier to turn out an art film than a successful regular film.

De Grunwald works on the theory of giving the masses its money's worth and not attempting to pass off shoddy goods on the viewers. The story, in his opinion, should come first. The stars and other aspects of film making are secondary. He has been able to get stars for less because he has a good part and screenplay to offer them, he figured. De Grunwald also likes making pictures in Hollywood because technically it's still the center of motion picture making, offering much greater efficiency than anywhere else in the world. Inefficiency can add much to the cost of a picture, said he. The only justification for making a picture abroad would be the story line calling for same.

He has an agreement with MGM which calls for eight to 10 pictures being made over the next three years. The first will be "Caravans" by James Michener, which will be made in the fall or next spring, depending on the script and stars, in Afghanistan in color and Cinerama at a cost of between five and seven million dollars. "Mary, Queen of Scots" will follow in color in the summer of 1966 in London and Scotland, and this will be followed by "Pie in the Sky," a comedy by Terence Rattigan.

"Rolls-Royce" took 15 weeks to shoot in Italy, Yugoslavia, and England after working on the script for six months. Incidentally, the car used in the picture had a stand-in.

**A MATTER OF PRODUCTION: PRODUCER ROSS HUNTER ALWAYS HAS SOMETHING** either controversial or newsworthy or both to say whenever he gets together with the press. With the crinkle of a seven year contract with Universal adding emphasis to his words the other a.m., he observed that the picture industry is no longer divided by physical boundaries, such as European or strictly American. As far as he's concerned, it's one industry, with the Hollywood name a great star abroad. Audiences, opined he, are looking up towards pictures these days, but they are also more selective than ever. They appreciate quality and entertainment. He found that excitement in Europe really runs high, with the public bored with the down-to-earth and life-in-the-raw films. They want escapist fare. Said Hunter, "We're on a great upsurge."

He's got some thoughts as regards helping the industry, such as bringing in new people in his pictures, and he labeled this phase his personal talent development program. Hunter will also continue to use "old faces" in his films as well because this aspect has great nostalgic value as well as a plus for business. For instance, when he announced that he signed Constance Bennett for a role in "Madame X," the letters poured in by the thousands. She is just great in the film, he said.

One of the films that he's got upcoming will be a remake of "Dark Angel," which he bought from Sam Goldwyn for \$350,000. Why remake it? Well, there's a whole new audience that has never seen this, and the older folks also want to see an updated version. In his opinion, a remake is quite difficult since he likes to start from scratch and yet keep a few characteristics of the version that is familiar.

He thought that the picture business was surpassing the theatre, and the theatre-goer can no longer look down on movies. The legitimate theatre has been putting forth quite a bit of trash. He thought that the public wants something new these days. They're no longer going for the imitation "Pillow Talks" anymore. Television has helped us by forcing the public to leave their houses, refusing to watch the shows today even though they are free.

While he was in town, he wanted to buy some top product, and he was to meet with all authors who ever had a best seller to see if he couldn't work out a deal to finance them for some of their future works. He admitted that he was negotiating for "Fiddler on the Roof." He thought that he was the only one to do it. Regarding some of his colleagues, he thought that the so-called fringe producers were hurting the regulars by jacking up the prices on all kinds of properties and on the services of some of the stars. This is having a ruinous effect on production. He won't buy just anything, but he will go out on a limb for something good. However, he won't pay a million dollars for any property or star. He tries to keep costs down and put the money on screen where it will show.

Hunter has eight films scheduled between now and the end of 1966, with a limitless budget arrangement with Universal. The reason he's trying to make so many pictures so rapidly is that good product is still badly needed by theatres, and he felt it only fair to do what he could to help.

Thus far, he's got lined up "The Private Ear" in July; the re-make of "Dark Angel" in August; "Thoroughly Modern Millie," an original musical comedy about the '20's with Carol Channing and possibly Julie Andrews in September; "The Public Eye," with Julie Andrews, to be directed by Mike Nichols next February in England; "A Very Rich Woman," based on a new Ruth Gordon play yet to make its bow with Universal backing. (he'd like Katherine Hepburn and possibly Jean Arthur, as well as some newcomers, for this in 1966); "The Easy Way," a sophisticated melodrama based on a novel by Robert Anderson.

Again, he emphasized that new people will be used both before and behind the cameras, and he's got the blessing of everyone at Universal, for which company he had nothing but praise for the latitude they offer him! Top executives realize that the future of the business depends on renewal of the blood.



# LONDON Observations

By Jock MacGregor

IT IS HARD TO BELIEVE, BUT CARL FOREMAN HAS JUST COMPLETED 13 years here. To celebrate what he called a "happy anniversary for him," he invited his many friends to his beautiful home overlooking Hyde Park on Sunday from 3 to 9 pm and warned that the buffet and refreshments would be such that I should gauge my eating plans for the day accordingly. Carl has become part of the English scene and actively contributes to many associations which have the industry's well being at heart—the Secretary of States for Education and Science, Richard Crosland, only recently appointed him to the board of governors of the British Film Institute. The turnout revealed how diversified his interests are. Currently, he is supervising the editing of "Born Free," which Sam Jaffe has been producing in Kenya for High Road, and preparing "MacKenna's Gold" and a film about Winston Churchill's young days.

JACK LE VIEN WAS BITTERLY DISAPPOINTED THAT ILLNESS PREVENTED the Duke and Duchess of Windsor coming to London for the world premiere of "A King's Story," but he welcomed guests with a brave smile. This is a remarkable compilation of historic newsreels and shots of the Duke sitting in his French garden personally recalling his own memories. Compelling and fascinating, there has never been a film like it. I was intrigued to see His Royal Highness' installation as Prince of Wales as a boy. Ace newsreel veteran Ken Gordon has often told me how when he worked for Gaumont (in the days when it was French owned, he will stress) he covered the great day in Wales and personally processed the film in a freight car attached to the pilot engine which preceded the returning royal train in case of attempted sabotage. He was drenched with developer at every crossing. The reel was shown that night at the first cinema which he passed in London. I had a nostalgic twinge seeing one of my earliest movie memories—shots of the Prince being ducked by Neptune when he crossed the Equator for the first time. Oddly enough, I only recalled this the other week when flying down to the Argentine Film Festival. Columbia is releasing throughout the world.

THE CONTINUING SUCCESS HERE OF BRITISH AND ANGLO AMERICAN PICTURES is reflected in the Board of Trade report. In 1963, though of 1,848 cinemas (excluding 144 exempt from quota), 254 had varying relief from the 30 per cent feature quota, 42.6 against the previous year's 39.9 per cent British films were shown. Ninety-three per cent of cinemas achieved or exceeded their feature quota, and 97 per cent their supporting program quota. Most which failed did so by a small margin. The major circuits considerably exceeded their obligations. ABC played 50 per cent first features and supports, and Rank 48 and 51 per cent respectively. BOT also announced that Roy Mason, Minister of State responsible for shipping, shipbuilding, and tourism, has taken over responsibility under the president of the Board of Trade for the film industry.

WHILE THE FEDERATION OF BRITISH FILM MAKERS HAD A FULL AGENDA, Andrew Filson did not consider there was sufficient meat to justify the monthly press conference. I have a sneaking idea he felt his time could be better spent on preparing the annual report. Sir Charles Evans presided at the British Film Producers Association's meeting and apologised for having little to say. The BFFA is reviving the Public Relations Committee, active in the mid fifties. It will be in a revised format so that it does not cross paths with members' publicity promotions, and may even be renamed Public Information. It is hoped that Jim Carreras will be chairman. Such a body could do an invaluable job. Meanwhile, British producers are flattered that in addition to the official entry, MGM-Seven Arts' "The Hill," Rank-Universal's "The Ipcress File" and Woodfall-UA's "The Knack" have been invited to the Cannes Festival by the authorities.

NICE ENCOUNTER WAS WITH BARBARA BOUCHET, HERE TO PROMOTE OTTO Preminger's "In Harm's Way." She was amazed that photos of her arrival at the airport were already on the front page of the evening papers when she attended a 5 pm cocktail party. She must have been more delighted when the glamor pictures which Paramount's Jack Upfold then had taken adorned all next morning's popular press. She is a fun girl who obviously enjoyed her press conference—long may she stay that way. . . . Rank, having converted a vast Nottingham theatre into two with seating more in keeping with present needs, has a problem which many exhibitors would like. Since both open on the same night, one with "Mary Poppins" and the other, "Sound of Music," which should the Lord Mayor attend? Lucky fellow gets Julie Andrews either way. A "help wanted" advert reveals that Rank now employs 45,000 in its many activities. . . . MGM's Eddie Patmore secured an impressive five day serialization of "Operation Crossbow" in the multimillion circulation Daily Express. . . . Eagle Distributors' Barry Jacobs is justly perky that his unit program, "Buffalo Bill—Hero of the Far West" (an Italian western) and "Fight and Die," is really clicking with circuit and independent houses. . . . Happy to see Lee Morgan back after his illness at the Warner, where there is not a Saturday night seat for "My Fair Lady" until October. . . . It is good that after years in exile, Rank Overseas publicity (and for that matter sales too) is in Wardour street. Geoffrey Martin and Douglas Bodkin are seen almost daily. They are cockahoop that "Mary Poppins," "The Ipcress File," and "La 317e Section," the official French entry which Rank handles in various territories, are all showing at the Cannes Film Festival. . . . "HELP!" That's the final title for The Beatles color film which world premieres at the London Pavilion on July 29 and what exhibitors will need if it does "Hard Day's Night" business. . . . "Cleopatra" has started the first wave of special presentations in London and the Home Counties in 24 theatres. . . . Only pay tv, owned by ABC, British Home Entertainment, and British Relay Wireless, is now to test the medium in the autumn under Lord Brabourne's leadership.

## Levine Battles Confusion Via "Harlow" Ad Campaign

NEW YORK—Full-page ads headlined "Let There Be No Confusion!" were placed in 75 newspapers in 35 key cities by Joseph E. Levine and Paramount Pictures for their production of "Harlow," starring Carroll Baker.

The ads proclaim, "The only 'Harlow' produced by Joseph E. Levine and Paramount Pictures will open on (date) at (theatre). It's the only 'Harlow' from Joseph E. Levine and Paramount Pictures, who made the sensational best-seller 'The Carpetbaggers' into the sensational motion picture!"

"It's the only 'Harlow' starring Carroll Baker!"

"It's the only 'Harlow' filmed in breath-taking Technicolor!"

"It's the only 'Harlow' produced at the world-famous studios of Paramount Pictures!"

"It's all the 'Harlow' you've ever heard about!"

"It's all the 'Harlow' you've ever pictured!"

The ad also carries full credits for the film, and features a large reproduction of the Paramount Pictures trade mark with the statement, "A symbol of integrity and entertainment excellence for over 50 years."

Levine's campaign is aimed at clearing up possible public confusion over the fact that his "Harlow" is being preceded in these cities by Bill Sargent's Electronovision version bearing the same title.

## Friedman Joins WB

NEW YORK—Chester Friedman, veteran motion picture publicist, has been named central division field representative for Warner Bros.; it is announced by Ernie Grossman, national manager of publicity, exploitation, and promotion.

Friedman will make his headquarters in the Warner Bros. division offices in Cincinnati. Among the key cities he will cover, in addition to Cincinnati, will be Cleveland, Indianapolis, Columbus, Dayton, Akron, Canton, Lima, Toledo, Youngstown, Fort Wayne, Terre Haute, and Louisville, as well as Detroit, Battle Creek, Grand Rapids, and Kalamazoo in the midwestern division.

Most recently advertising and publicity manager for National Screen Service, Friedman previously served in publicity, advertising, and exploitation posts.



Anthony Perkins, star of Ely Landau's "The Fool Killer," released by Allied Artists, was recently proclaimed an honorary citizen of the City of Knoxville, Tenn., by Mayor Leonard Rogers, who hands him certificate and key to the city as he was welcomed to town for the film's world premiere. Paul N. Lazarus, Jr., Landau executive officer and partner, looks on.



## Slotnick To Build Two New Syracuse Theatres

SYRACUSE, N. Y.—Herbert N. Slotnick, president of Slotnick Enterprises, Inc., announced negotiations have been completed for the construction of two new indoor theatres here.

The theatres will be in operation by early all of this year. They will utilize the latest rojection equipment, allowing presentation of the newest in movie techniques, including 70 millimeter productions and Cinerama. The entire auditorium in each theatre will be surrounded by stereophonic speakers. Both fireproof structures will be equipped with modern air conditioning and will incorporate the latest in theatre design. An innovation in seating arrangements has been devised so that each and every seat will have an unobstructed view of the screen. Free parking facilities will be available within steps of the theatre entrances.

Slotnick also announced that the new theatres will be made available to civic organizations for meetings and other functions.

Slotnick Enterprises, Inc., also operates the North, Dewitt, and Lakeshore Drive-Ins.

## Nicaraguan Grosses High

NEW YORK—J. Adan Aguerri, distributor agent for Allied Artists Pictures in Nicaragua, visiting with home office executives, reported the economical conditions in his country at present are the best in many years. This, coupled with political tranquility, has kept film grosses at a high level.

He also reports that a first-run theatre will be built in Managua very shortly.



Irving H. Ludwig, president, Buena Vista Distributing Company, discusses promotion planned for Walt Disney's "The Monkey's Uncle" with division manager James V. O'Gara, center and New England division manager Herb Schaefer, right, at a seminar held at the Sheraton-Plaza Hotel, Boston, for New England exhibitors.

## UA Montreal Sales Meet

MONTREAL—The fourth in the current series of United Artists domestic sales meetings convened in Montreal under UA vice-president James R. Velde.

Attending these two days of sales sessions were all of the company's Canadian branches in addition to Boston and New Haven.

Velde and assistant general sales manager Al Fitter presided over the conference, which was also attended by eastern and Canadian division manager Eugene Tunick, Canadian supervisor George Heiber, UA roadshow department head Milton Cohen, supervisor of branch operations Jules K. Chapman, and exploitation manager Al Fisher.

## CATV Franchise-Seekers Rapped By Broadcaster

COLUMBUS, O.—The "whole truth" about projected cable television systems in Columbus is not being told by franchise-seekers, charged Lawrence H. Rogers II, president, Taft Broadcasting Co., in a speech before the Kentucky Broadcasters' Association at Louisville, Ky.

Rogers said that "what the CATV operators have not told about the promised 12-channel service" is that "three channels will repeat local tv stations viewers already receive and the other nine channels will provide repeat performances of the same services already available to them."

Rogers added that "essentially that's all the service there is. Additional events are so few and far between, that it is relatively easy to fill a theatre for them."

Rogers said he cited Columbus as an example because the city is "being subjected to a large-scale campaign for CATV franchises." He said cable tv operators have implied Columbus viewers are receiving "only a subsistence level of broadcasting service."

The implication was contained, said Rogers, in CATV promises that a "whole new wonderland of undreamed-of video services, plus a slew of aural services, will be available to subscribers."

## NAVA Honors Sargoy

NEW YORK—Edward A. Sargoy, member of the law firm of Sargoy and Stein, was honored for his leadership in copyright matters by the board of the National Audio-Visual Association.

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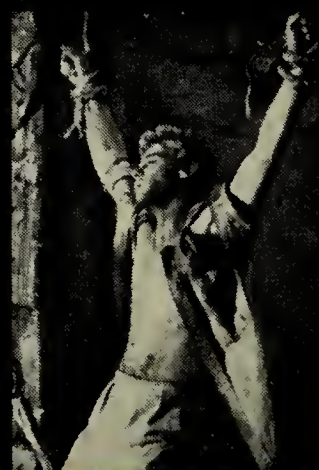
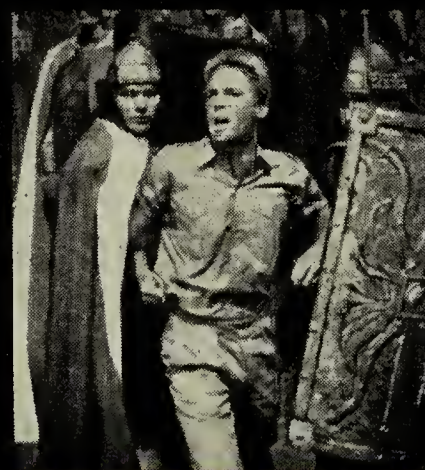
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**SHE is going to be  
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**SHE...is Ursula Andress, proclaimed the most  
beautiful woman in the world.**

**SHE...will reach your screen as one of the best  
known movie titles ever. Over 20 million  
copies of H. Rider Haggard's classic  
have been sold in the U.S.A. alone.**

**SHE...will be backed up by the top  
exploitation campaign of  
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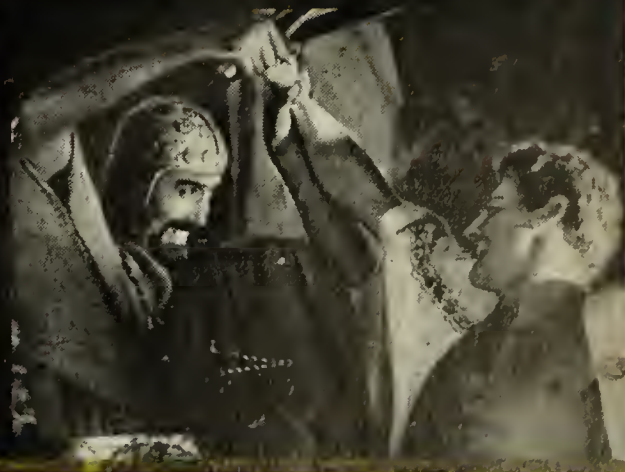


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## ALBANY

Neil Hellman has signed a contract for construction of his second far uptown theatre. The new one, a \$500,000 construction job, will be at Stuyvesant Plaza, less than a mile from the Hellman Theatre. Construction is scheduled to start by June 1 and tentative completion date is Labor Day. The new theatre will seat 1,000, and is opposite the State Office Campus near a new interchange with the Northside Arterial.

## BUFFALO

Good progress is being made in the construction of the Young Street drive-in, Tonawanda, by the Tonawanda Corporation, which is headed by Harry Berkson, president, and Nate Dickman, secretary. Berkson and Dickman also head B&D Enterprises, distributors of independent film product. Berkson is second assistant chief barker of the Variety Club, and Dickman is a past chief barker and also was chairman of the recent Tent 7 telethon, which raised more than \$150,000 for the club's chief charity, the Rehabilitation Foundation of the Children's Hospital. The new drive-in in Tonawanda will feature the last word in all its equipment and will accommodate 1,000 cars. It is hoped to have the out-doorer ready for the public late in May. . . . "There is a strong possibility that an effort will be made in the near future to end the exemption of motion picture theatre employees from the Federal Minimum Wage and Hour Law," declares a statement issued by Sidney J. Cohen president of New York State Allied Theatre-owners. "The administration is reported ready to introduce a bill that not only will raise the minimum wage to \$1.50 or more, but also will remove all exemptions," continues the statement. "Removal of these exemptions would cost the industry an immense amount of money and doubtless would result in the closing of many theatres. In anticipation of this bill, we are preparing a campaign to preserve, if possible, the present exemption of motion picture theatre employees. A large number of the motion picture employees now enjoy wages above what is likely to be set as a minimum. Therefore, we are not concerned with them. There are, however, other theatre employees whose wages would be sharply increased by the removal of this exemption. If our campaign against this measure is to be effective, it is absolutely essential that we have up-to-date information regarding the number of theatre employees whose wages would be increased by the removal of this exemption." The statement then requests that an accompanying questionnaire be filled out by exhibitors and mailed to the Buffalo Allied office. . . . Bob Sokolsky, in his column in the Courier-Express, says: "Another local suburban area is being considered for a new motion picture theatre. Plans for the project are expected to be unveiled shortly." . . . Harry Unterfort, division manager, Schine Theatres, was in town from Gloversville headquarters of the Schine Circuit for conferences with Joe Garvey, manager, Granada, which is enjoying a long and successful run with "My Fair Lady". Garvey has a long schedule of special morning shows on his desk, especially for public and parochial school students. . . . Harold Bennett, past chief barker, Variety Club of Buffalo, and now chairman of the Tent 7 Heart Fund, requests any member of the club who knows of any worthy cause or organization catering to needy children and seeking assistance to contact him. . . . Anthony T. Kolinski, chief barker, Variety club, announces that the crew will meet June 7 to discuss the Tent 7 by-laws. He also announces a general meeting will be held June 14, when

members will hear a report from the delegates of Tent 7 to the international convention in San Francisco. . . . Sunday, May 23, has been set by the Women of Variety, Tent 7, for a going-away cocktail party for Gert Bleich, who is moving to California. It will be held in the Delaware avenue clubrooms. President Barbara Quinlivan announces that the next meeting of the women's organization will be held on June 5. The Tent 7 Bingo workers, headed by Fran and Gert Maxwell, paid tribute to Gert, one of their faithful aides at the Variety games each Wednesday in the Genesee, at a special dinner party in Oliver's. . . . James J. Hayes, manager, Cinema, and chairman of last summer's Variety International convention in Buffalo, has been named Tent 7 telethon chairman for the coming year. . . . Membership in the Variety Club of Buffalo is constantly growing. The newest members are Harry Kennedy Martin, Silver Lake, Perry, N.Y.; Edward E. Weiser, booker, Universal; and Ed Hale, Jr., field publicist, Universal.

## CHARLOTTE

Actors Richard Chamberlain and Sidney Blackmer appeared at the world premiere of Metro-Goldwyn-Mayer's "Joy in the Morning" at Chapel Hill, N. C., and Governor Dan K. Moore declared May 5-12 "Joy in the Morning Week" in the state. The premiere was staged at Chapel Hill because that is the home of novelist Betty Smith, author of the novel on which the film was based, and also the site of the University of North Carolina, the scene of the novel about student life.

The premiere was at the Carolina, of which E. Carrington Smith is manager, and included press interviews, a dinner and personal appearances by Chamberlain in Chapel Hill, Durham, and Raleigh.

## CINCINNATI

Summer weather boosted the over-all attendance at area drive-ins during the past several weeks compared with the like period of a year ago. . . . Cincinnati Theatres broke ground last week for its deluxe Princeton Cinema in a new shopping center. The 1000-seat roofer is scheduled for completion by late summer. . . . Elmer Hollander, International Classics, subsidiary of 20th-Fox, and Herb Gillis, in charge of special productions for Paramount, were recent visitors. . . . William Mart has been appointed manager of Cincinnati Theatres' Woodlawn Drive-In. . . . Marianne Eibel is a newcomer for Universal Office staff. . . . Kathy Dill, BV office staff, and Lonie Abney were married and are honeymooning in the Smokies.

## COLUMBUS, O.

Reports are that Metro-Goldwyn-Mayer's "The Americanization of Emily," which opened a second week at Loew's Ohio, is the last MGM feature to play Columbus first-run in downtown houses. Multiple bookings in drive-ins and neighborhoods are scheduled for future Metro features. . . . Academy-Neth houses had area first-run showings of "The Satan Bug" and "Ladybug Ladybug." . . . Owner Herman Hunt and house manager Russ Bender, Hunt's Cinestage, have been planning special promotions for Eliza Doolittle Day, May 20, for "My Fair Lady," now in a fifth month at the Cinestage. . . . Frank Yassenoff has reopened the West Fifth Avenue auto theatre after installation of a new screen tower. The former tower was heavily damaged in a wind-storm. . . . Patrons of RKO Grand and

Loew's Ohio will be able to bask in the shade of trees newly-planted in a median-strip park in the center of State street. The planting is part of the complete new look of the State House yard, across the street from the two theatres.

## DALLAS

The Zombies, who are in the Dick Clark Caravan which appeared here in person, are to be seen in the new Otto Preminger film, "Bunny Lake Is Missing," which is now being filmed in London. The film also has Lawrence Olivier in the cast. . . . Patrons of the Chalk Hill D-I are invited to come out early in order to play golf or baseball prior to the start of the first showing at 7:30 p.m. . . . Among the Hollywood film stars to be seen in the Dallas summer musicals this season are Agnes Moorehead, Rose Marie, Ann Blyth, Michael Ansara, and Mary Martin. . . . Bill Crump joins the staff at 20th Century-Fox replacing Nelson McCarty. Crump was formerly with the Warner Bros. exchange. McCarty recently resigned his position to move to Dumas, Tex. . . . A recent visitor here was Jerry Haile, Paramount exchange manager in Kansas City. Haile was assistant to Bernard H. Brager in the Dallas Paramount exchange prior to his appointment at Kansas City. . . . H. L. Durst, operator of the Bolero D-I, Kerrville, Tex., suffered a fracture of the left leg while in Abilene, Tex., to inspect some property. Durst will have his leg in a cast for three months but will come to Dallas for his regular booking and buying trips as well as go out to his d-i regularly. . . . Stephan Boyd, star of "Genghis Khan," will be here on June 17 to attend the charity premiere of the film at the Majestic. Omar Sharif, who plays the title role, is also expected for the premiere showing. . . . A burglar broke into the 20th Century-Fox exchange and took personal items, money from vending machines, and a number of pieces of office equipment. . . . Among those on the sick list are Mable Guinan, Paramount exchange, recuperating at her home; Charlene Rollins, secretary to Jack Walton of Seven Arts, recuperating following an operation at the Green Clinic; Bobby Wallace, Frontier Theatres, is at Gaston Hospital recovering from surgery.

## HOUSTON

The new Sharpstown will open the Sharpstown Shopping Center on May 27. The theatre has a seating capacity of 1,200, and the premiere movie will be Universal's "Mirage." The theatre was started in November, 1964, and will be operated by Greater Houston Theatres, Inc. There are 28,500 square feet, with every inch carpeted. The auditorium is completely draped and features a completely transistorized six track sound system. The front and lobby are finished in white and gray marble with a black slate trim. The metal work is gold anodized aluminum. Inside features include three huge antique mirrors and some very unusual chandeliers. The mirrors are 16 feet deep and 36 feet long. The extra large chandeliers measure about five feet from top to bottom and side to side. Projection facilities in the new theatre will permit the showing of closed circuit television for sporting events and special nationwide shows as well as all the new film media. The screen is especially designed to show pictures projected in any dimension. . . . Frank Dobbs, a member of the news staff of KPRC Radio is filming a western motion picture at Valley Lodge. John Raymond, another station newsmen, plays the role of a gangster, and Charlie Johnson, disc jockey



on the station, plays the role of the sheriff. This is mainly because Johnson's cousin was the famous lawman, Wyatt Earp. . . . Lou Witt, local photographer, has been signed by Universal Pictures for the coverage of the world premiere of "Shenandoah." Hollywood stars James Stewart, Pat Wayne, and Rosemary Forsyth will be here for the premiere activities scheduled for June 3. . . . The Houston Dome Stadium, also known as the Astrodome, may go into the motion picture exhibition business. They may show spectaculars on the huge screen in the Astrodome on the nights when the stadium is not booked for athletic events or other entertainment. . . . Interstate Theatres were offering the ideal Mother's Day gift, Interstate's books of theatre tickets in four denominations. Each book contains bonus passes with 40 per cent savings on admissions. . . . George Christian, columnist for the Houston Post, was a visitor on the set of "Thunderball" the latest James Bond thriller with Sean Connery being filmed in the Bahamas.

## JACKSONVILLE

Eileen Ellen Kerr, daughter of Horace T. Kerr, Florida State Theatres' heating and cooling engineer, and Mrs. Kerr, became the bride of Gene Raymond Brooks in a ceremony at the local Southside Estates Presbyterian Church. . . . Warren Teale, MGM booker, is scheduled to marry Miss Doris Muller on June 5. . . . Albert E. Rook of this city, Florida-Georgia distributor for U. S. Films, reported that he and Mrs. Rook, a member of the local Paramount staff, had luck on their side when they survived a head-on road collision recently. Al said that he was driving their car in the environs of Dothan, Ala., when the driver of an oncoming car fell asleep at the wheel and crashed into the Rook's vehicle. Al escaped with a fractured rib and Betty suffered ligament and bone injuries in her right knee. . . . Mrs. Jane Teague has joined the staff of Dominant Pictures in the Florida Theatre Bldg. She is the mother of Mrs. Vivian Ganas, booker for Florida State Theatres, and Mrs. Marjorie Roberson, secretary to Robert Capps, MGM branch manager. . . . Robert Olivier is a new student booker in the MGM office. . . . Dorothy Edrington, formerly secretary to Bob Bowers, Allied Artists manager, has rejoined the industry as a booker's secretary on Carroll Ogburn's staff at Warner Bros. . . . Claudia Fortwengler, newspaper ad writer for FST, was tendered a surprise birthday party by her office associates. Claudia also received many going-away gifts in advance of a vacation trip to Europe during the latter half of May. . . . Earl Bridges, city manager, Chambers Theatres, Homestead, visited while attending a Civitan Club convention in this city. . . . Geroldo Ledon and R. Palma have acquired the Hialeah, Hialeah, from the former owners, B. Merkle and J. Gunn. . . . The Bunnell, Bunnell, formerly operated by P. L. Watson, has been acquired by Harry A. Dale, who has closed it temporarily for repairs. . . . L. R. Woodward has scheduled an early reopening date for the Roxy, Greenville. He formerly operated the Temple, Perry. . . . Don Stevenson acquired the Gulf, Venice, from Fred Douglas. The local Enterprise Service is booking the Gulf. . . . William Baskin, booker with Florida State Theatres for many years, has resigned from the industry to accept a post with an insurance company. . . . Woody Woodward, Warner Bros. exploiteer from Atlanta, came in for work on publicity campaigns in advance of "My Fair Lady" bookings.



Pat Beck, film buyer, and Ben Zimmerman, advertising manager, Budco Quality Theatres, recently greeted the "Harlow" Girls when they arrived in Philadelphia as part of their nation-wide tour on behalf of Bill Sargent's "Harlow," which played most of their theatres.

## NEW HAVEN-HARTFORD

Metropolitan Hartford's newest hard-top theatre construction project has been announced by Peter G. Perakos, Sr., industry pioneer. Perakos Theatre Associates, of which he is president and chief executive officer, will build a 1200-seat theatre on a nine-acre company-owned tract opposite the Perakos Plainville Drive-In on Route 72, Plainville. Boston architectural firm of William Riseman and Associates is designing the project. Plainville had a hard-top—the LeWitt Strand—up to 15 years ago, when the theatre was converted to other purposes. . . . Lockwood and Gordon has named Lester Buchanan, Marine Corps veteran, to its management training program, assigned initially to the East Hartford Drive-in, East Hartford, under Richard J. Wilson's supervision. . . . The Friedman Bros. have resumed operation of the 700-seat, subsequent-run Lenox, Hartford, following termination of Seymour Levine's three-year lease. Sidney Eichelman, who had managed the theatre for Levine, will continue in that capacity for Friedman. Levine will concentrate on operation of his Mansfield Drive-In, Mansfield. . . . Ed Lord has dropped Monday and Tuesday performances at the first-run Palace, Norwich. . . . The Stanley Warner Garde, New London, has arranged free patron parking at a nearby lot on a daily basis. The circuit is now advertising attractions playing the College, Storrs, and Capitol, Willimantic, daily in the New London Day. . . . Murray Lipson has leased the Lipson-owned 658-seat Majestic, West Springfield, Mass., for an undisclosed sum to George Phelps, operator, Park, Westfield, Mass. Lipson will now concentrate on supervision of the A. M. Shuman theatre properties in metropolitan Hartford. He has been functioning as general manager of the Schuman theatres here for the past several years.

## NEW ORLEANS

Bill Sargent, president, Electronovision; and star Ginger Rogers were in in connection with the simultaneous opening of "Harlow" at the Civic and Peacock. . . . Jan O'Brien plans a long leave of absence from the Warner exchange to have her first baby. . . . Gulf States Theatres reopened the Vicksburg Drive-In, Vicksburg, Miss. . . . Luke Conner, retiring as manager of the Warners exchange, was gifted at a farwell luncheon at Kolb's Restaurant. He will be succeeded by exchange veteran office manager Gus Trog. . . . Eddie Stevens, Universal office manager, was recovering nicely at Mercy Hospital from an

attack of angina pectoris. . . . Betty Morton, United Theatres home office staffer, has joined the WOMPI fold. . . . Gulf State Theatres' recently fully equipped kitchen set up in the recreation hall for the home office staffers was christened by ladies of the staff who prepared a complete dinner like grandmothers used to make. . . . Anna Totori, Paramount secretary, is now Mrs. Earl Power. . . . Dan Dooley, MGM salesman, is now in his newly constructed home in LaPlace, La. . . . Ellen Mara is a newcomer on Film Row. She is a biller and general clerk at MGM. . . . Variety Club Tent 45's "Sunshine Coach" fund drive was reported to total \$10,721. John Miller's Open House Show on WVUE-TV; and theatres by showing trailers have cooperated in the drive.

## PHILADELPHIA

The Lansdale, Lansdale, Pa., was bought by Dan Katlin, of the Music Hall, Lansdale, Pa., for \$90,000. He intends to modernize; and the theatre will be handled by Nate Milgram Services. . . . It was rumored that Stanley Warner Corporation would build a new theatre in Lancaster, Pa., where they operate the Capitol and Grand. Other firms which had expressed interest in building a theatre there were A. R. Boyd Theatres, of Philadelphia, and Leahad Theatres, Inc., of Lancaster. . . . The 49th annual Indianapolis "500" mile auto race on May 31 will be shown on closed circuit telecast at the SW 69th Street, Upper Darby, Pa., and at one of William Goldman's center city theatres. General admission on a non-reserved basis will be \$4 for the matinee attraction.

## SAN ANTONIO

The Independent Theatre Supply Co., operated by R. A. Barron, owner and manager, was founded in 1906. Barron has operated the business for 12 years since the retirement of his father in May, 1963. On May 15, the mother and father of Barron will observe their 59th wedding anniversary and continue to live in their old homestead. . . . Norman Schwartz, manager, downtown Aztec for Interstate, has been named chairman of theatres and special events of the Bexar County Savings Bond Committee. . . . The Gulf State Theatres of Texas, Inc., of which Roy Moore is city manager, reopened the Rigsby D-I, closed for nearly a year. The admission price will be \$1.30 per carload for a double feature program. On opening night, two disc jockeys from KONO were on hand to sell tickets competing against each other to see who could sell the most tickets. A limited number of free records were given away as well as free favors and prizes for all. . . . Mr. and Mrs. M. L. DuBose, owners and operators, Majestic and Mimosa D-I, Cotulla, were in for a visit to the Independent Theatre Supply. While here, they observed their 50th wedding anniversary. . . . Joseph D. Mulvihill, operator of a downtown amusement center, was fined \$200 in County Court-at-Law No. 2 after pleading guilty to the charge of possession of lewd film. . . . Miss Mary Emma Quezada, 1963 graduate of Edgewood High School, has replaced Miss Terry Tamirez at the Independent Theatre Supply. Miss Ramirez has joined the Women's Marine Corps and is stationed in Quantico, Va. . . . Thomas O. Poyser, member of the board of lectureship, First Church of Christ Scientist, Boston, gave a lecture entitled "How Independent Can You Be" at the Aztec. . . . A continuous "Kiddies' Movie Show" with experienced baby-sitters was a feature of the San Antonio's Parade of Homes and Home Show.



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# MGM Backs Summer Release Of "She" With \$10,000 Exploitation Contest

## Giant Kentucky Sendoff For Columbia Featurette

LOUISVILLE, KY.—One hundred theatres in the state of Kentucky, with 20 theatres in the city of Louisville alone, will serve as the setting of an imaginative world premiere presentation of Harry Foster's "The Wonders of Kentucky," a musical "Travelark" in color scheduled for release by Columbia Pictures the first week in June.

According to Foster, the 100-theatre presentation is the first step in a broad promotional campaign to attract national attention to "The Wonders Of Kentucky" as it goes into release throughout the nation.

According to Columbia, the day-and-date world premiere for "The Wonders Of Kentucky" was the first for the Louisville area and one of the few times in motion picture history that a featurette had been given such a strong sendoff.

## Embassy Maps "Dingaka" Push

NEW YORK — Embassy Pictures has retained D. Parke Gibson Associates, Negro public relations firm, to institute a national campaign for Joseph E. Levine's "Dingaka," an adventure-drama filmed on location in Africa, it was announced by Harold Rand, director of publicity.

The Gibson firm, which has had a wide variety of film promotion experience, will provide counsel and services for the CinemaScope and color motion picture in Negro markets throughout the United States.

NEW YORK—What is believed to be the biggest money contest ever offered to exhibitors—with a top prize of \$5,000—will be launched by Metro-Goldwyn-Mayer and Seven Arts in connection with the national release of the Ursula Andress starrer, "She," starting in June, it was announced by Morris Lefko, vice-president and general sales manager of MGM.

In addition to the \$5,000 first prize, exhibitors who come up with the winning campaigns will be eligible for a second prize of \$2,000, a third prize of \$1,000, and 20 fourth prizes of \$100 each.

Thus, a grand total of \$10,000 in 23 prizes will be awarded for the best individual theatre promotions for the CinemaScope and Technicolor version of the classic tale of mystery and adventure by H. Rider Haggard.

This unprecedented contest is only one of the many special events and promotional efforts in the exploitation campaign for "She."

"She" has been racking up the best grosses in England since "Goldfinger."

The rules for the contest are as follows:

- 1) All exhibitors in the United States and Canada are eligible.
- 2) All entries must be postmarked on or before Dec. 31, 1965.
- 3) The campaigns must be submitted in a scrapbook, which cannot be returned. Included should be the name and capacity of the theatre and the name of the theatre manager.
- 4) Decisions of the judges—trade paper publishers and editors—will be final.

The primary element in evaluating entries will be the imagination and creativity involved, and due consideration will be given to varying sizes of budget and situation to assure that the top awards can be won by a small theatre as well as by a larger one.

## Drive-In Closing Bill, Killed In Senate, Now In House

COLUMBUS, O.—Following the defeat in committee of Senate Bill 214, to require drive-ins to close at 1:30 a.m., industry attention has shifted to the Ohio House of Representatives, where an identical bill has been introduced. Sponsors are all from Stark County. They are Rep. Ralph S. Regula, Republican, Navarre; Rep. Robert E. Levitt, Republican, Canton; and Rep. Bernice K. MacKenzie, Democrat, Canton.

House Bill 537 is slated for hearings before the Committee on Metropolitan Areas. Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, said he will watch carefully the progress of the House bill.

Prickett said in a bulletin to Ohio exhibitors: "The people who in the past have been most active in the fight for censorship are the same persons generally who are pushing for this crippling legislation."

The Senate Health, Education, and Welfare Committee voted unanimously to table the drive-in-closing bill indefinitely, after a hearing in which opposition to the bill was voiced by Ben Cohen, Cincinnati; Neil Houtz, Sr., former national director of Allied and now city manager for Armstrong Theatres, Defiance; Bill Reisinger, Chakares Theatres, Wilmington; and Prickett.

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Ready For Drink Profits?

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Gen. Register Redesigns Tickets

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# PHYSICAL THEATRE • EXTRA PROFITS



COVER PHOTO • New 999 seat Severance Theatre is serving Cleveland suburbs. Unusual house has facilities for private parties and is in enclosed mall. See story on Page PE-20.

Volume 20

Number 5

May 19, 1965

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*



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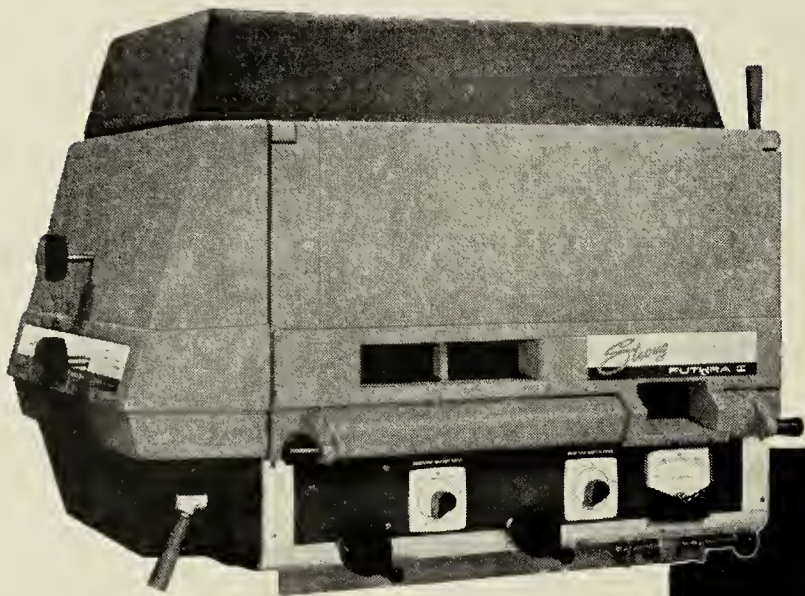
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## Editorial

# Management Its Own Enemy

FREE ENTERPRISE IS DEPENDENT to a high degree on a functioning, voluntary code of business ethics. While Allied States' appeals for a codification of the above appear, like so much else, to go in one ear and out the other, no one doubts that the proposals are both sound and necessary. The trouble is, such action involves some radical changes and across the board cooperation.

We cite this crying need for change and the magnitude of the opposition, or better, the quagmiring resistance of apathy, to raise another problem; the ineffectual management of theatres. One of the top executives in the business recently let fly at theatremen who act solely as "landlords" and rarely do more than open the theatre's doors and answer the telephone. The complaint is legitimate, but who or what can build the missing fire under these apathetic theatre operators remains to be seen.

We have gone on record concerning the quality of theatre management before, saying some things that stimulated and angered more than a few persons. On a year-in, year-out, basis, we continue to extol better management; admire a clean theatre with good booth equipment; and try to foster excellence in both the housekeeping and projection and sound departments. Realistically, however, these areas require more diligence than imagination and, once the competent manager has established maintenance standards and schedules, he should turn his attention to other things. Too often, however, he doesn't, and a look at the real story of film row, its humanity, can bare the reason why.

Our weekly editorials have pointed to a climate of suspicion and fear as the main barrier to an improvement in the general tenor of business. We have all heard our share of tales involving the methods of film row. The axe falls fast and without warning; so much so that survival in management is often spoken of in Army axioms such as anonymity being good insurance. Stories of employees being dropped with short notice after years of service are common enough.

The entertainment industry shares much with other businesses where risk and mortality have been high, competition is keen, and human beings are, paradoxically, everything or nothing. Reporters, for instance, who have had a paper go down under them, never forget the experience. Advertising, perhaps the most notorious field of all for personnel hop-scotching and fancy-work with the axe, is another case history of anxiety in the ranks.

The older we get as a business, the weaker old excuses get. With motivation clearly absent for so many, some far reaching approaches are in order. You can't hold an empire together by draining the provinces for the benefit of a select few in the capital. Yet we continue, in our own curious ways, to consume the people who have devoted their careers and lives to motion pictures—especially when it comes to our managers.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor



# Symbols of

## DEPENDABILITY . . .

Speed without haste, on-time completion to meet specification, with scrupulous care to very detail, these are customary Massey watch-words, on every seating installation. These are the qualities that make Massey the first choice for seating by experienced exhibitors. Current material selections are truly superb. Care to discuss details about your needs?

### —now featuring— MASCOFOAM SEAT CUSHIONS

More durable, more comfortable, safer. Fire and math-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

#### MANUFACTURERS:

Foam rubber & spring cushions; coverings.

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Upholstery fabrics, general seat supplies.

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**For the BEST in  
THEATRE FORMS  
and SYSTEMS**  
M. P. EXHIBITOR BOOK SHOP



# Should a 1 1/2% difference jeopardize a \$500,000 theatre investment?

Of course not. Yet, this is what happens when you ignore Norelco 70mm.

The ability of 70mm films to draw crowds back to the movies is no longer a matter for speculation. The big films are here to stay. Their number will increase.

Now how much does 70mm really cost? Let's assume that you are building a thousand seat house. Your costs would be about \$500 a seat. Total—\$500,000.

A certain percentage of this total goes for projection equipment when you install 35mm projectors. But why limit yourself to the old? Especially when you are already committed to a large expenditure for something that will be new in every other respect?

You can get the Norelco AAI 70/35mm projection system by adding only about 1 1/2% to your original building cost.

The Norelco system brings out all of the impact and brilliance the wide screen films are made for. You couldn't ask for a more rugged or well engineered mechanism. Norelco, you know, is the one that is *built* for 70mm—not modified to accommodate it. It even gives you a 35mm conversion kit that sets up in four minutes flat.

The AAI 70/35mm places you in a strong competitive position right now. For the future there is little question that 70mm will be more of a necessity than an advantage.

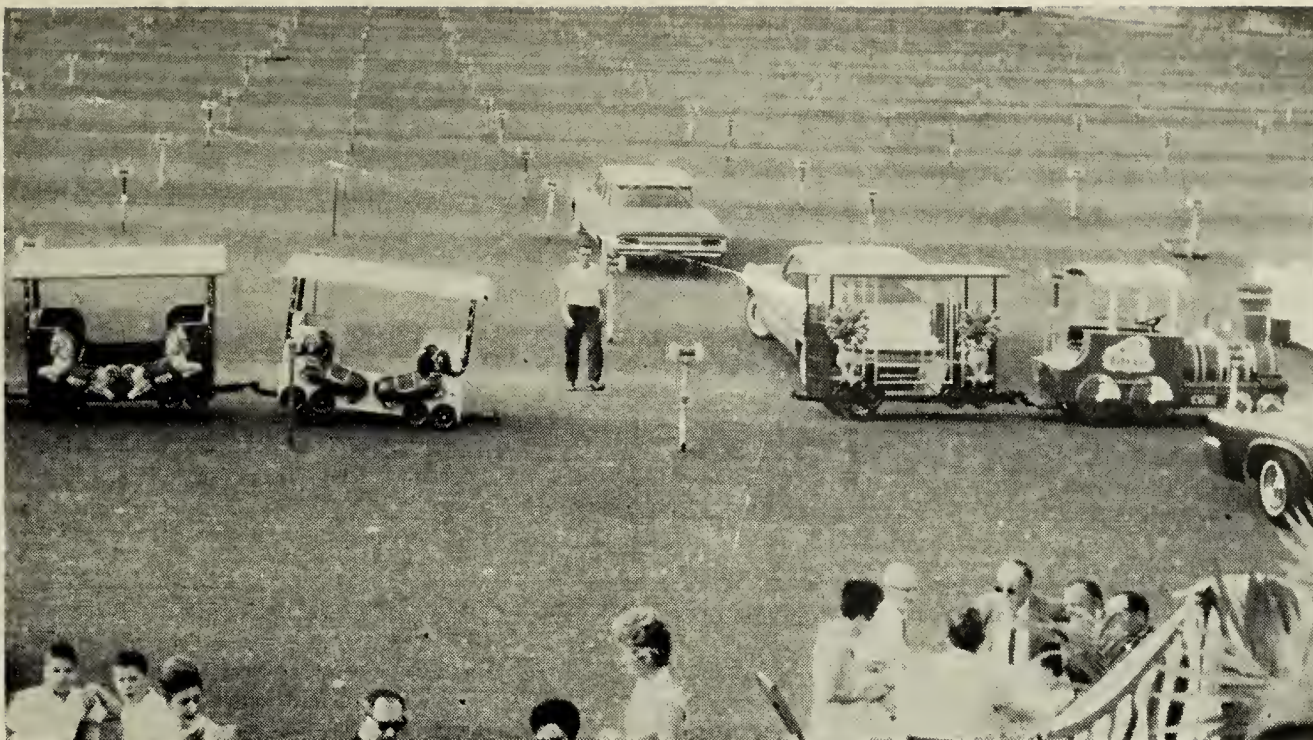
*Don't build a white elephant.*



**Norelco®** MOTION  
PICTURE  
EQUIPMENT  
DIVISION

NORTH AMERICAN PHILIPS COMPANY, INC. 100 East 42nd Street, New York, N.Y. 10017





Miniature train draws kids like pony rides—they can't resist!

## the drive-in playground

■ More than one manager of a large drive-in has remarked on the amazing volume of traffic in his theatre's playground through the summer months. The flow of youngsters in one theatre with several mechanical rides and a fully-equipped playground featuring a host of 'static' equipment was estimated by the manager at more than 5,000 kids a weekend!

To the drive-in operator interested in that all-important family trade, this kind of business builder is a must. In addition to its drawing power, the playground can go a long way in boosting concession take as the kids work up their appetites and thirsts. One enterprising operator claims he wrote off the cost of his playground equipment during its first summer at the theatre from the season's

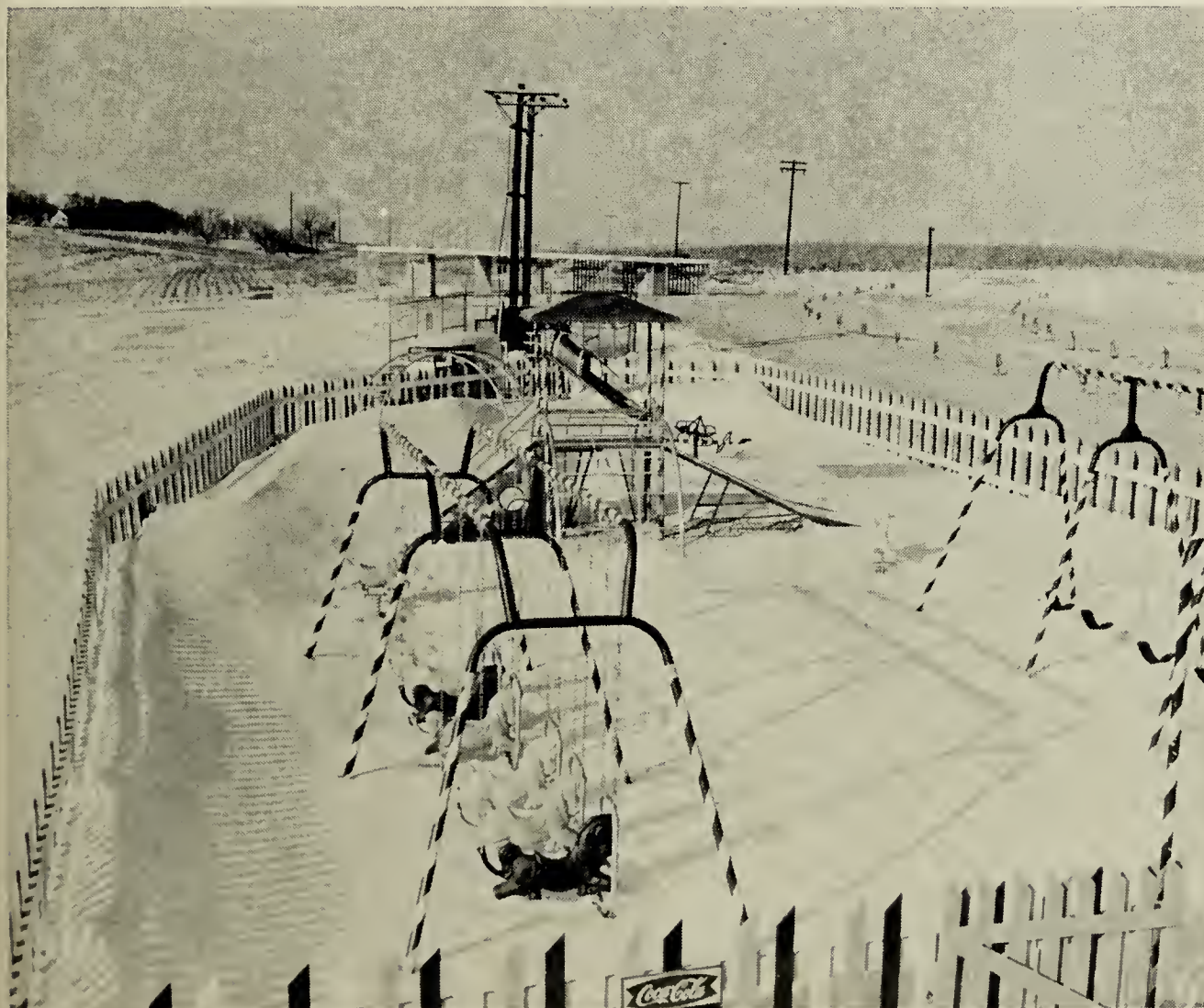
profits on before-the-show concession sales only.

Many standard warm weather items carried at the D-I stand, including pop-sicles, soft drinks, snow cones and slush drinks, lend themselves to sales via a portable wagon or at a small sub-station located at the playground.

Other exhibitors, anticipating parental objections to bringing the smaller kids out to a show that doesn't begin until eight or eight-thirty in the evening, stress the fact that hard play for an hour before the show will tire the tots enough so they will settle down or nap during the movies.

Layout and furnishings for the playground can vary widely, through when selecting a location within the theatre, several important considerations come into play. Experience has shown that the hazard of cars moving along ramps and entrances lanes makes pedestrian safety a prime requirement. Some ex-

—Continued on Page PE-16



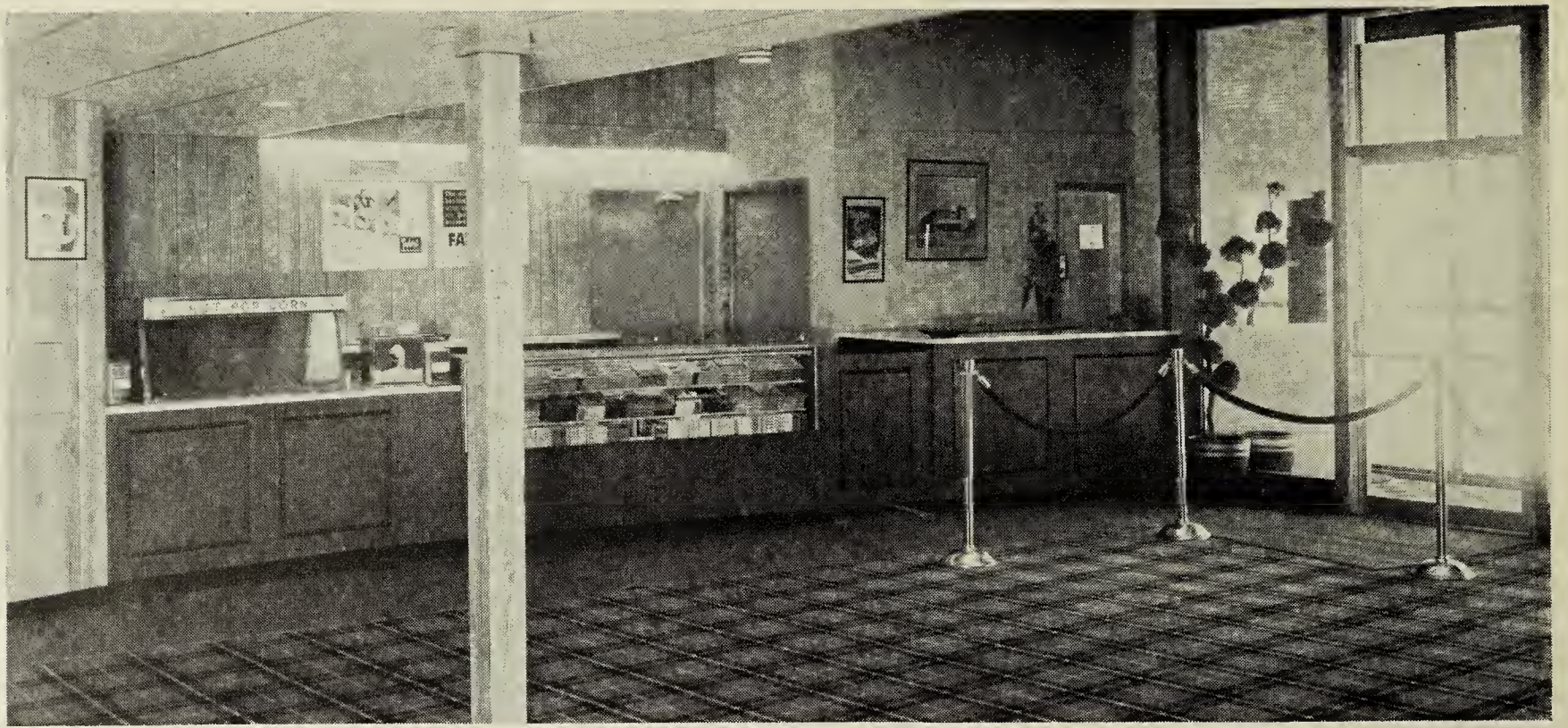
Junior age swings with horse seats, slide chute, arched climbing bars will keep a small crowd hard at play before the show.

## PHYSICAL THEATRE

Vol. 20, No. 5

May 19, 1965





*Ballantyne chose Mohawk carpet pattern to act as harmonizing factor between modern building design and rustic wood interior.*

■ Acting as consultant for Fairlawn, Ohio's newest theatre, Ballantyne Instrument & Electronics Co. helped to create a unique theatre to correspond with this modern, fast-growing community.

The Village, located in Fairlawn, a thriving suburb of Akron, is owned by Ed Rabb, Acme Amusement Corporation, Barberton, Ohio, who also owns the Ascot and Starlight Drive-In Theatres.

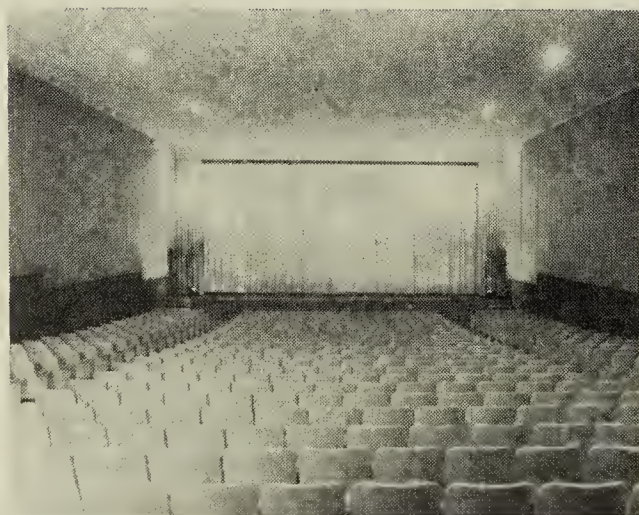
The modern 618 seat Village combines superior engineering design with smart interior. Ballantyne's 6-4-1 all-transistorized sound system was installed to give the best quality in sound reproduction. Norelco's FP20B 35mm projectors and Strong Futura arc lamps insure a clear, focused picture.

The decor of the spacious lobby includes paneled wood walls and a deep pile, plaid Mohawk carpet. The tailored Metropolitan Stage Equipment drapes add the finishing touches to the wood paneled auditorium. Comfortable Ideal chairs were chosen and spaced in installation for perfect sight line control.

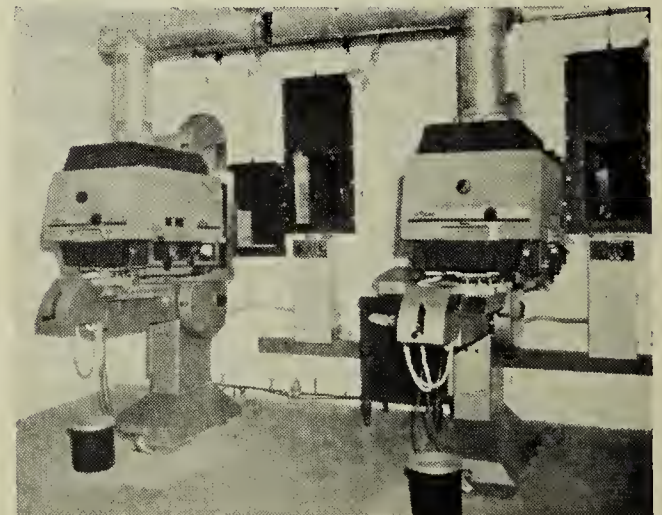
With the excellent engineering advancements of Ballantyne's theatre equipment, Rabb said that he is "offering the public the best clarity of  
(Continued on Page PE-10)

**ballantyne technical  
advice in planning new**

# VILLAGE THEATRE



*The modern wood interior of the auditorium is accentuated by the tailored design of the Metropolitan Stage Equipment drapes.*

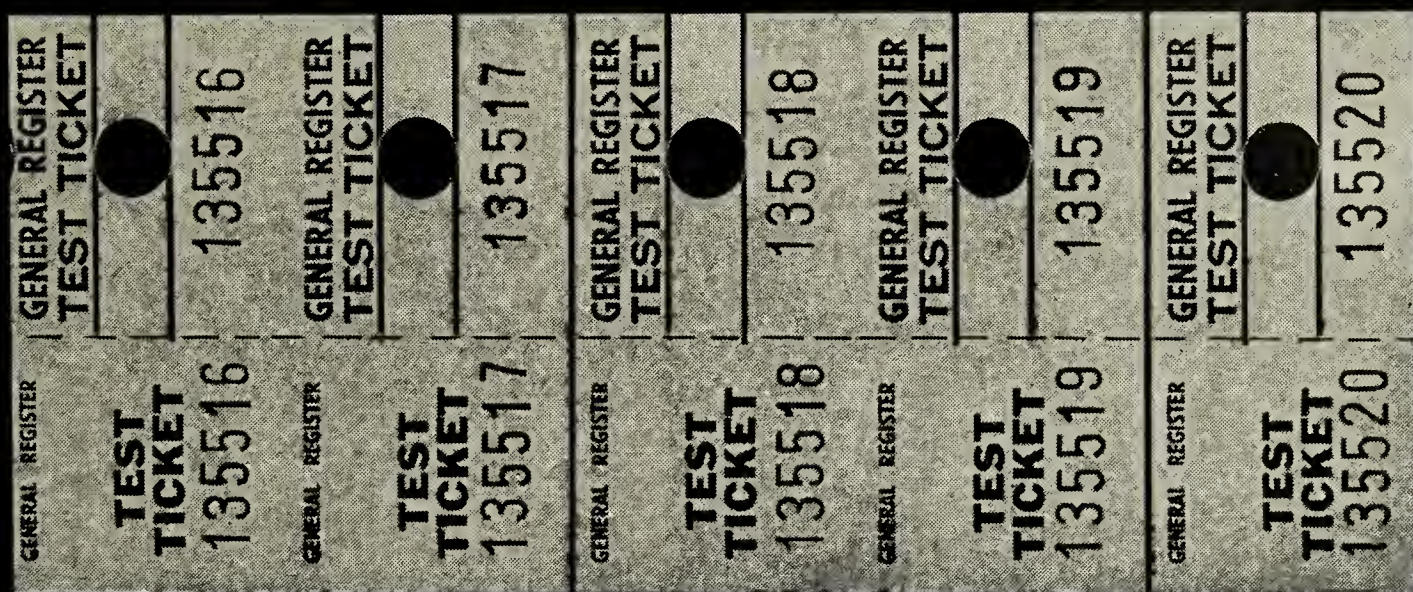


*For clear projection, Village installed Norelco FP20B 35mm projectors with Strong Arc Lamps.*



# We've modernized the theatre ticket!

(and not for looks alone)



Don't get us wrong. We're very fond of the old theatre ticket. It's been around for a long time. But we thought it about time for a change. Not because of the way it looks, but because doormen now waste a lot of time unfolding, folding and stubbing a strip of tickets.

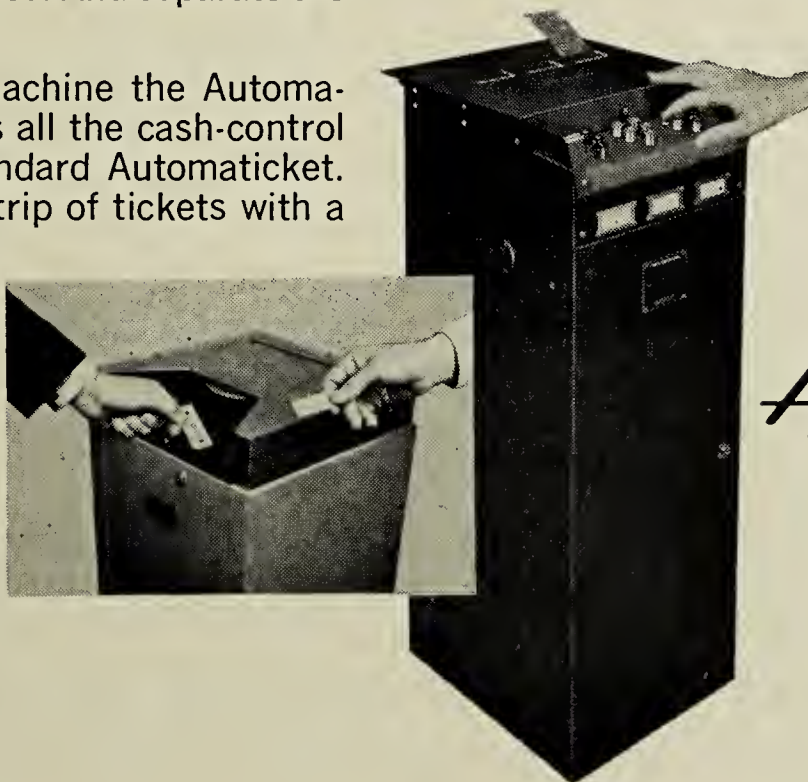
So we designed a machine that issues a single flat strip of 1 to 5 tickets. You can count these new tickets at a glance. And separate the stubs in a second.

We call our new machine the Automaticket ST2x1. It has all the cash-control features of the standard Automaticket. But it also cuts a strip of tickets with a

clean sharp edge. Hand-tearing is easily spotted. This helps eliminate any trouble you might have with palming. Especially if you collect 2x1 tickets in an Automaticket Stub Rod Control Box.

If you're opening a new theatre, you'll find the ST2x1 just the ticket to make it new in every way. In fact, 2x1 tickets are a very practical way to add a modern touch to older theatres.

Ask your dealer for a few sample strips of 2x1 tickets. Then look at it this way: You're not losing an old friend, you're gaining a new one.



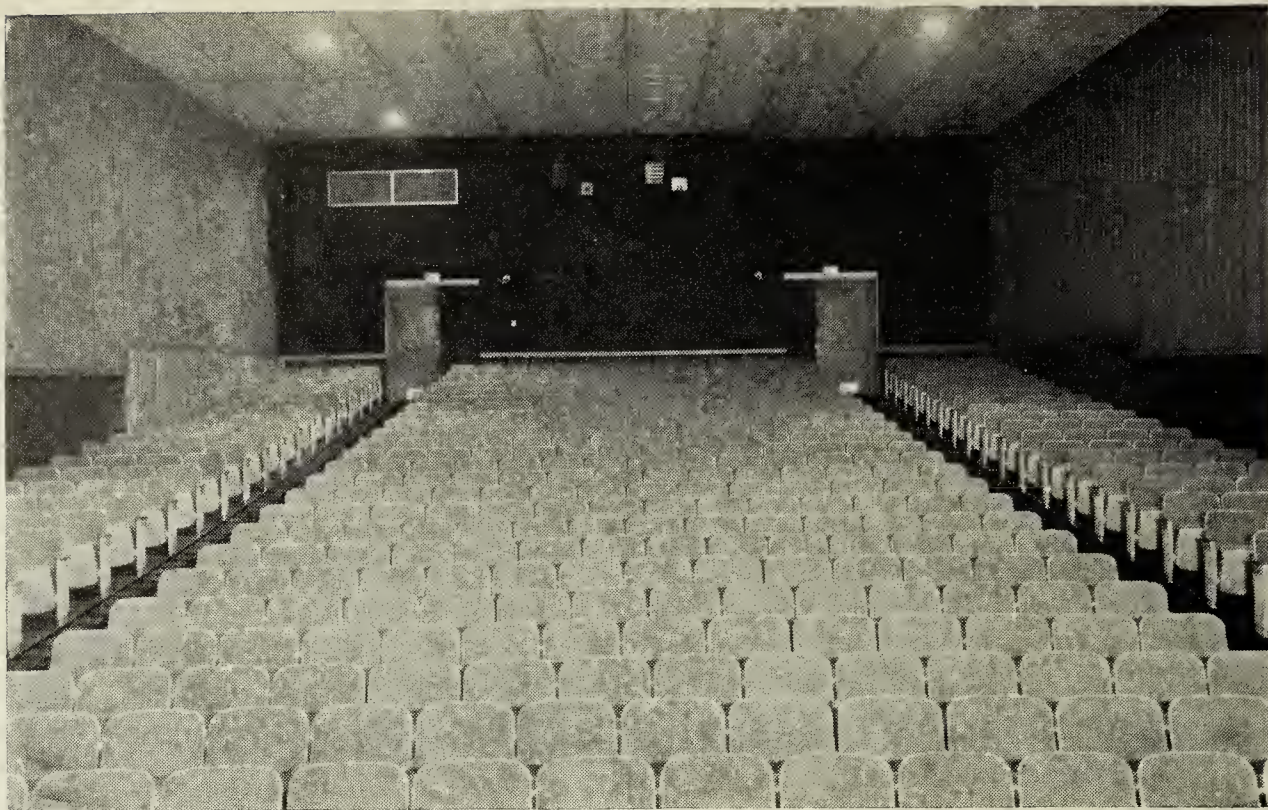
*Automaticket*  
CONTROL SYSTEMS

GENERAL REGISTER COMPANY  
A DIVISION OF UNIVERSAL CONTROLS, INC.  
Cockeysville, Maryland

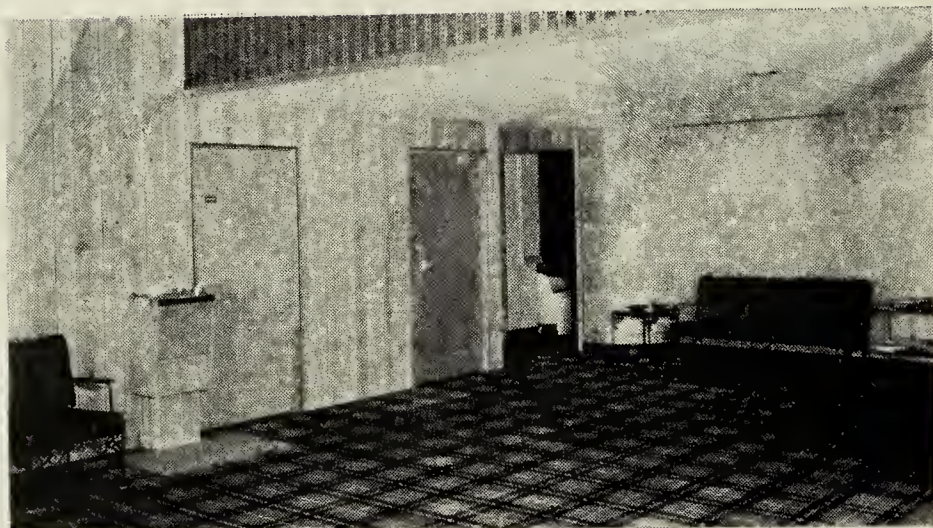


# Village Theatre

—Continued



*The Ideal chairs offer comfort with complete relaxation. All sightlines have been carefully checked to insure excellent viewing from any seat.*



*This spacious lobby provides an area for patrons to relax before and between the shows.*

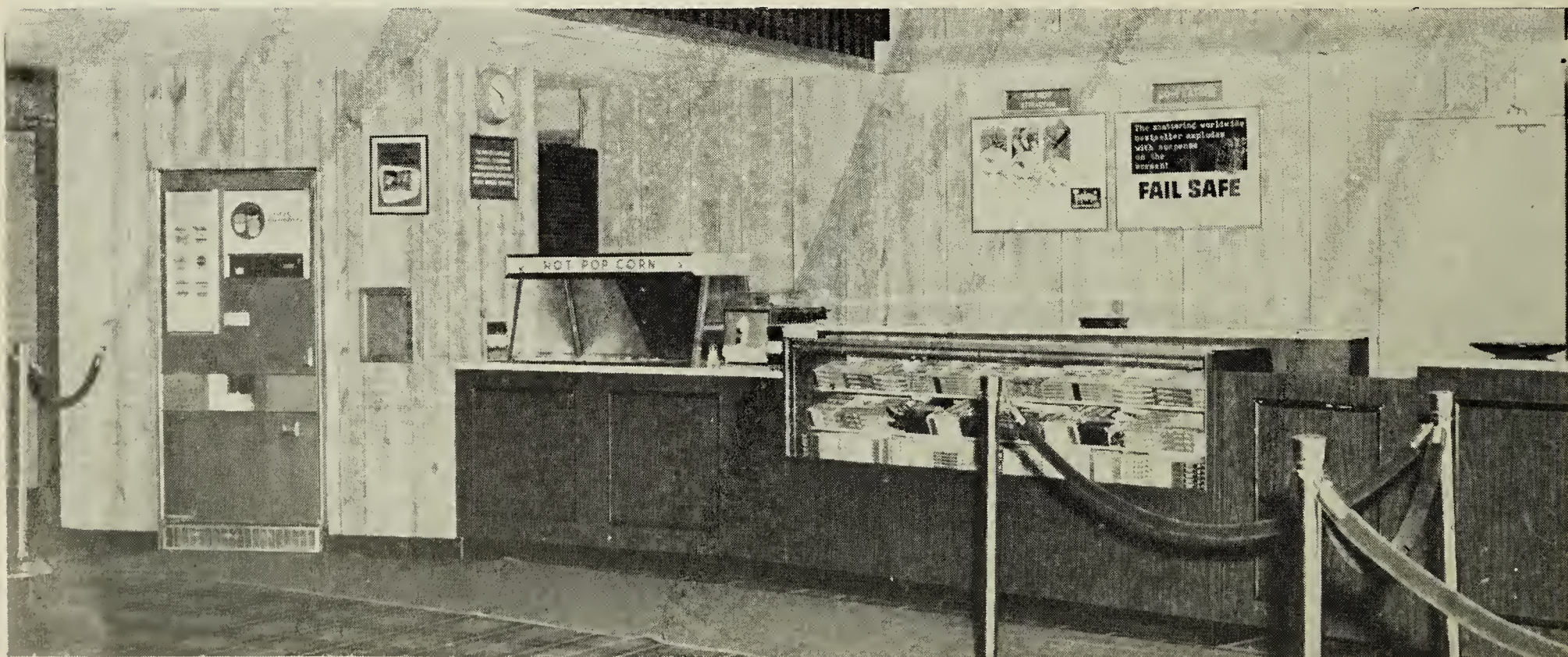


*Full range sound is furnished by Ballantyne's 6-4-1 all-transistorized system.*

picture, full-range sound and comfort with complete relaxation."

The public response since its opening has been very good. The Village Theatre is a first run house and has a parking area for 350 cars.

Ballantyne of Omaha, Nebraska, is a division of ABC Consolidated Corporation.



*The concession area is uniquely designed with three main refreshment lines to provide fast service. Special plaid Mohawk*

*carpet is also used in area, save for special mat immediately in front of the stand.*



Talk About Good Reviews,  
Look At This One:

# THEATRE CIRCUIT CHANGES TO COKE AND ADDS \$3100 TO DRINK SALES

TRADE-MARK®

The selling power of Coca-Cola has been dramatically demonstrated by a foremost New York theatre circuit.\* They recently changed to Coke at their refreshment counters.

Announcing the powerful results, the Circuit reports: "During the summer . . . for . . . 9 weeks . . . as compared to the same period last year . . . our counter drink sales increased \$3100 over last year or 25% . . . The figures reflect that Coca-Cola has had a great effect upon increasing counter drink sales for our theatres."

The Circuit added, ". . . our . . . sales per patron reached a new high . . . Since we started to use Coca-Cola, our sales per patron increased 2.5 cents . . ."

Have you discovered what this theatre circuit has?

Coca-Cola, the world's best selling soft drink, can increase your soft drink sales, too . . . plus help sell other snack items.

Coke wins an Oscar every year for outstanding sales performance at refreshment stands. And you know what an Oscar can do for box-office receipts. To book Coke for your theatre, just call your local Coca-Cola Representative.

*\*unsolicited testimonial from our files*

things go  
better  
with  
**Coke**





# EXTRA PROFITS

Al deProspero, editor

May 19, 1965

## Hot Weather Builds Plus Profits!

### IS YOUR STAND EQUIPMENT READY TO DELIVER THEM?

■ Both indoor and drive-in theatres can anticipate the heavy seasonal increase in drink sales with warmer weather just around the corner. Before peak sales arrive, however, it would be well to spend a few hours going over your equipment for needed maintenance or updating. Lost sales due to bottlenecks at the stand or single vending machine can never be made up, so the time spent checking out your operation will pay off in the long run.

New dispensing and mass preparation equipment can speed drinks to your patron's hands faster than ever before, so if delays have been a problem in past seasons, it would help to investigate some of the newer equipment on the market in advance of the busy summer months.

Typical of the current line being offered concessionaires are the equipments spotlighted on this page. The high-capacity Jet-Spray eight gallon cooler and dispenser, for example, cuts down out-of-action periods considerably. Striking improvements in the design of vending machine cabinets, as illustrated by the National Vendor drink console, help sales by built-in merchandising features and harmonize beautifully with the modern theatre lobby and concessions area. Increased capacities and the widespread adoption of crushed ice dispensed with the drinks can also make replacement of outdated vendors profitable.

Existing equipment should be checked to see if drinks are being delivered at the proper temperature. A thorough cleaning and check of refrigeration coils, syrup tanks, and ice-making equipment should be done before the equipment is pressed into peak service. Dispenser heads and tanks should be removed and given a complete going over and portion controls in both dispensers and multiple, automatic filling equipment should be checked for over-run.

The exteriors of all vending machines deserve as much attention as the working equipment inside. Accumulated syrup and deposits of foreign matter around the cup drop can change a patron's mind about purchasing a drink from a machine, making spotless appearance a sales must.

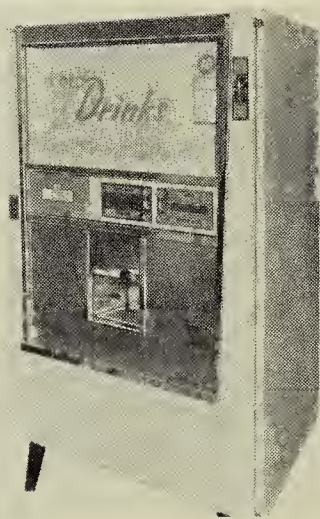
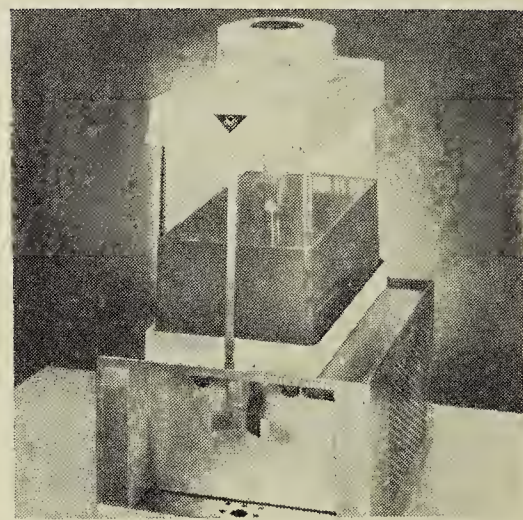
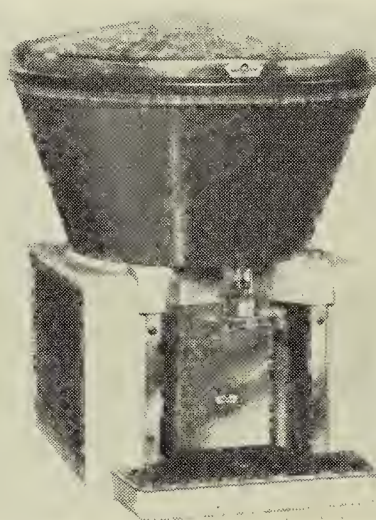
Fingerprints on equipment and sticky deposits can be helped by giving the dispenser of vending machine a thorough cleaning with soap and warm water, or a solution of ordinary baking soda, and then wiping the clean surface with one of the new silicon compounds for high gloss finishes such as

stainless or baked enamels. This treatment will enable daily wipe-downs with a damp rag to keep equipment looking at its best.

Indoor and drive-in operators using post-mix equipment will want to check their compressors for efficiency, insure that spare parts such as belts, and fuses are on hand, and make arrangements for stepped up exchange of CO<sub>2</sub> tanks.

Pre-refrigeration of syrups, necessary if a truly tasty drink is to be served, means that stock must be moved with extra care. Refrigerators should be checked by your maintenance man, defrosted and cleaned before the big July Fourth weekend ushers in the summer season. Newer equipment is in-

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.



NEW LINES OF DRINK DISPENSING EQUIPMENT emphasize built-in selling power. Warm weather profit generators seen above are from top left, new Jet Spray eight gallon capacity cooler and dispenser; new AMF cold drink dispenser with portion control and stainless base; National Vendor slim-line cabinet type vending machine with crushed ice feature; and Star Metal's new heavy-duty triple drink mixer.

variably made as compact as possible, so if reserve stocks of ice cream and refrigerated items are below what is required, you might consider trading your present units. In addition, new equipment has been developed featuring such improvements as one-piece door gaskets for easy removal in cleanups, and double hinges for simple door reversals.

With a little extra care and attention, any piece of machinery will deliver a maximum of service. To the businessman, his profits depend on how well equipment is kept up and used by his employees. Added attention to drink equipment can noticeably effect profits, making it important for the good operator to do a job in this area.



**13  
more servings  
PLUS  
lower cost  
per gallon...  
more profit!**



Royal Crown Cola syrup adds up profits TWO ways: (1) there are 128 servings in each gallon of RC compared to only 115 offered by our higher priced competitor, (2) RC syrup is the lowest cost national cola brand. And . . . with RC you get liberal jug allowance / theater parties (write for details of 1500 successful promotions for kids)/quick delivery / complete line, all from one source. Serving Royal Crown Cola makes sense . . . and profit.

**Royal Crown Cola Co.**

Columbus, Georgia

Other fine products: *Diet-Rite Cola / Nehi / Upper 10 / Par-T-Pak.*

"ROYAL CROWN" REG. U. S. PAT. OFF.



## Baltimore Conference Offers Concessionaires Business Pointers From Association Members

■ One of the liveliest and most productive regional conferences of the National Association of Concessionaires was held in Baltimore, Maryland early this month at the Holiday Inn Motel located in the heart of the city.

Theatre owners, concessionaires and suppliers from the east coast and from such far away states as Illinois, Texas and Idaho participated in two days of business sessions and listened to speakers and panelists cover a wide-range of subjects dealing with prac-

tically every phase of the concessions industry.

There was an air of optimism prevalent throughout the conference as speaker after speaker pointed up the challenges facing the refreshment concessions industry in keeping pace with the tremendous growth pattern which it is currently experiencing.

The opening session on Monday, May 3 which was attended by one hundred and ten registrants, and called to order by Don W. Mayborn, Cornco, Inc., Baltimore, NAC director and conference chairman, heard greetings by NAC President Edward S. Redstone and a welcoming talk by the Hon. Thomas D'Alessandro Jr., city council president of Baltimore.

Redstone stressed the value of NAC regional conferences, saying "They are designed not only to generate a better understanding of our mutual problems, but to provide you with profit-making ideas which you can effectively apply to your individual operations."

Louis L. Abramson, NAC executive director, in discussing the subject: "NAC—Its Contributions and Services," said that for the most part, members of an industry are primarily interested in a trade association as it relates to their business.

He said the basic wants of a member are essentially: (1) Whatever his job is, he wants to do it well; (2) He wants to find better ways to do his job; (3) He wants to do the kind of job of which he can be proud and in the final analysis he wants the association to which he belongs to be outstanding and be recognized and respected as a direction giving force in the industry it serves, and above all be in tune with the times and constantly in the process of re-examining itself in preparation for the future. These essentials, he said, are being met by NAC.

Paul Roth, Roth Enterprises, Silver Spring, Maryland, whose subject was "The Theatre Man Looks at Concessions," stressed the importance of making the refreshment facility appealing to patrons; presenting an exciting display of merchandise; courteous, concerned and dedicated treatment by employees to assure patrons complete comfort, pleasure and

convenience. The concessionaires, he said, should be unique in that they should always be looking for something new, different, better and more profitable.

The first afternoon session, moderated by Larry Goldmeier, Poppers Supply Co., Philadelphia, was billed as "The Wonderful World of Popcorn" and included talks by H. B. Fulford, Princeton Farms, Princeton, Indiana; Virgil Odell, Odell Concessions Specialty Co., Caldwell, Idaho; Bevan Buel, Gold Medal Products Co., Cincinnati, and a talk by Goldmeier on the functions of the local distributor in concession operations.

The popping of popcorn, said Fulford, is the best built-in animated sales aid yet developed for any snack item. Nothing, he contended, can compare with the sales appeal of a properly displayed, correctly operated popcorn machine.

Odell, who spoke on the profitability in butter corn sales, offered these hints to increase purchases: When a customer orders popcorn, attendants should always ask, "buttered?" In this manner employees can convert an order of regular popcorn to buttered popcorn very easily. Another equally effective way to increase buttered popcorn sales, said Odell, is by having attendants suggest the large size. He also described how greater sales can be achieved by using the buttered popcorn coupon given to each customer at the boxoffice, entitling them to a discount of 5 or 10c on the purchase of a box of buttered popcorn at the snack bar.

Buel described concession items which concessionaires in other areas are using to good advantage such as sno-kones, caramel corn and cotton candy. These items, he said, are being merchandised and sold successfully in ten cent stores, discount stores and supermarkets. Because they have an extremely good profit margin, Buel suggested that it would be very worthwhile for other concessionaires in the amusement-recreation industry to consider these items.

The local distributor's functions are manifold, according to Goldmeier. He is your warehouse, your delivery service, your service man, your market researcher pulse.

The second day's sessions were moderated by Bert Nathan, Bert Nathan Enterprises, Oceanside, N. Y. Speakers on this panel included Paul Mezzy, ABC Vending Co., Philadelphia; A. L. Mathias, A. L. Mathias Company, Baltimore; Don Mayborn; David W. Leetch, The Coca-Cola Co., Baltimore, and Jack O'Brien, New England Theatres,

(Continued in Next Column)

# Call a doctor

Business slipping a little?

Sometimes the causes may not be obvious. But on the other hand, a little self-examination may reveal carpets with advanced dermatitis, a marquee with external complications, or a projector about to have a breakdown. Despite your best efforts, afflictions such as these can creep up on you faster than you realize. Call the doctor from National. He'll diagnose the problem and suggest a fast cure... at surprisingly modest cost. It's completely painless.



HOME OFFICE: 50 PROSPECT AVENUE, TARRYTOWN, N.Y.



DELEGATES to the eastern regional conference of the NAC, held in cooperation with the Allied Theatre Owners of Maryland and Theatre Owners Association of Maryland are being greeted by Edward S. Redstone, NAC president. Others at the speakers on dais are: (l to r) Paul Roth, Roth Enterprises, Silver Spring, Md.; Don W. Mayborn, Cornco, Inc., Baltimore, NAC conference chairman; Louis L. Abramson, NAC executive director; Redstone: Hon. Thomas D'Alessandro, Jr., council president, City of Baltimore; Elmer Nalte, president, Allied Theatre Owners of Maryland and George Brehm, president, Theatre Owners Association of Maryland.



# Bell & Howell Honors Eastman For Super-8

NEW YORK—Eastman Kodak Company became the first "outsider" to receive Bell & Howell Company's Albert S. Howell Award for "distinguished technical achievement in photography."

The award, named after the late co-founder of Bell & Howell Company, has been made previously only to Bell & Howell engineers in recognition of special technical achievement. It was last awarded in 1958 to engineering personnel responsible for development of the electric eye concept.

The award was presented in special ceremonies to Eastman Kodak board chairman Albert K. Chapman and executive vice-president M. Wren Gabel, in recognition of their company's recent development of a new Super 8 movie system.

Citing Eastman Kodak for its "imaginative concept and engineering excellence in the development of the Super 8 movie system," Peter G. Peterson, president and chief executive officer of Bell & Howell said, "Eastman Kodak has earned the respect and appreciation of the industry and the user alike for making it possible for both to share in the very substantial benefits which will result from this major innovation."

He said the Super 8 development will provide the entire amateur motion picture in-

dustry with a much-needed stimulus for growth and ranked it in importance with the development of the electric eye in 1957.

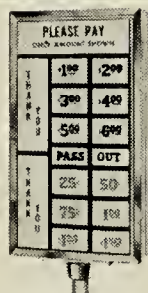
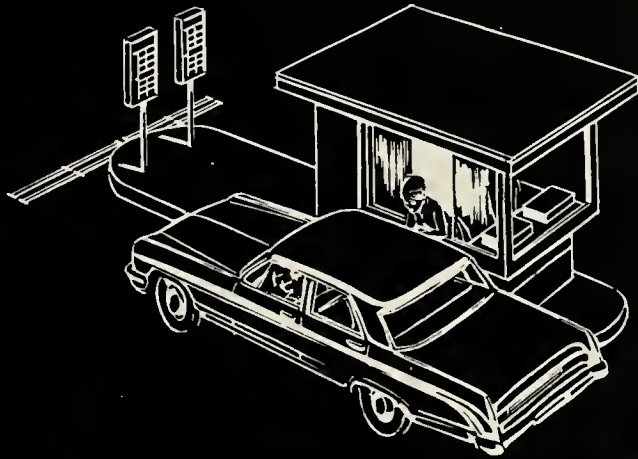
Bell & Howell board chairman Charles H. Percy, commenting on the early pioneering contributions of both George Eastman and Albert S. Howell, said, "The amateur motion picture industry today is largely the result of the innovative brilliance of these two men. It is also the product of a unique spirit of industry cooperation which over the years has resulted in substantial benefits to the consumer." Percy also remarked on the personal participation of Albert K. Chapman in the early 1920's in the development of

the first practical 16mm system.

Peterson said, "We expect that the Super 8 concept will provide a base for a new level of photographic industry growth. By 1967, camera sales may again attain the peak level of 1958, as a result of the impetus of this new concept."

"Greatly simplified film cartridge loading—which eliminates film threading, fogging, and turning the cartridge over—plus improved picture brightness and quality provide a combination of major product improvements which we believe will bring thousands of new amateur movie makers—particularly women—into the market."

## STOP "CASH LEAKAGE" AT YOUR BOXOFFICE WITH



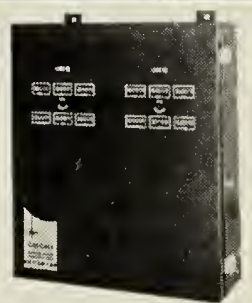
Patron's Pay Indicator



Cashier Button Control



Ticket Machine Control



Recorder Computer

## CAR-CHEK...the electronic boxoffice cash control system

Car-Chek provides the most complete control of boxoffice cash ever devised. Easy to install and simple to operate, Car-Chek...tells customers the exact amount to pay, counts admissions, counts passes, counts turn-outs, counts cars. At any moment, you know how many people, as well as cars, have entered

your theatre...and how much money you should have taken in. Car-Chek is now saving and making money for leading drive-in theatres. It can do the same for you. For full details, call your local Eprad dealer or write to us today.

Car-Chek can be operated in conjunction with General Register ticket machines.

SPEAKERS • HEATERS • JUNCTION BOXES  
CASH CONTROL SYSTEMS • SOUND SYSTEMS

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**SERVING THE THEATRE INDUSTRY SINCE 1947**

Boston, NAC second vice-president. A question and answer period followed each speaker which evoked many interesting and profit-making ideas.

O'Brien urged concessionaires to support the "Concession Idea Man of the Year" award contest currently being sponsored by the National Association of Concessionaires. Participation by concession managers, he said, can help to develop ideas for increased concession sales. O'Brien also outlined complete details of the contest, which is open to any individual operating or managing a refreshment concession facility in the United States and Canada. He explained that the winner will receive a free all-expense trip to the 1965 NAC Convention being held October 26-30 in Los Angeles, California at the Ambassador Hotel, with several merit awards also to be made to runners-up.

Mezzy spoke on "Rebirth of Closed Houses and New Techniques in Concessions." Mathias handled the subject, "The Caterer Looks at Concession Operations." Mayborn gave an analysis of forms used by Alliance Amusement Co., Chicago, in describing "Sales & Cost Objectives in Concession Operations," while Leetch spoke on "Snack Bars—Today and Tomorrow."

Royal Crown Cola and Sweetheart Cup Division, The Maryland Cup Corp., played host to delegates at a luncheon. Pepsi-Cola Co. also hosted a cocktail party, and the Coca-Cola Co. a luncheon. Guest luncheon speakers included Dr. Robert Schellenberg of the University of Maryland and William S. Hetherington, product and development manager, McCormick & Company, Inc., Baltimore.

On the arrangements committee were: George A. Brehm, president, Theatre Owners Association of Maryland; James C. Whittle, executive secretary, Allied Motion Picture Theatre Owners of Maryland; Larry Goldmeier, Poppers Supply Co., Philadelphia; Mrs. Evelyn Coopersmith, The Marjack Co., Washington, D. C., and Mrs. Mildred C. Wolsh, Wolsh Theatre Service, Baltimore.



# DRIVE-IN PLAYGROUNDS

(Continued from page PE-7)

beneath the screen tower, as the smaller ramps prevent cars from picking up speed in the immediate area. This also utilizes otherwise wasted space and reduces chance of a motorist not seeing a child walk from between parked cars into his path. Other exhibitors find the "dead space" immediately behind the concessions building advantageous for making before-the-show sales to playground traffic.

Another popular site is along the rear of the theatre where traffic is heavy only at exit times and space for expansion is often available.

## Basic Static Pieces

Playground equipment is available from quite a few manufacturers and difficulty in obtaining basic pieces, regardless of your area, is unlikely. Of all the equipments available, a few types can be found in almost any playground and provide endless hours of fun for kids of all ages at a very small cost. Swings, perhaps the most popular basic pieces, come in a variety of sizes, each geared to a particular age group. It is recommended that the larger drive-ins divide their play areas into sections for younger and older children, even providing an intermediate area if justified by patronage. A junior area for children up to nine years of age and a senior area for

those ten or above will work out well.

Most playground equipment is sized according to age groups as mentioned. Junior swings, for instance, will usually have the safety feature of a chair-type seat to prevent spills when used by pre-school ages. Height of the swing pipe frames, or A-frames, for smaller swing units will run about seven feet.

Hot-dipped galvanized pipe, with all joints



Hand propelled merry-go-round has corrugated steel turntable and single-piece tubular hand rails for minimal maintenance problems.

made with high test malleable fittings, are suggested. The basic A-frame can be utilized to support other play apparatus, such as slid-

ing boards and small see-saw units if the entire length of the frame is not used for swings. With heavy traffic, it becomes necessary to investigate apparatus such as mazes and merry-go-rounds that can accommodate larger numbers. Other stationary equipment includes slides, playhouses, and free-form cast play pieces designed to stimulate creative play.

## Powered Rides Popular

Fully motorized units, in reality, scale models of boat rides, merry-go-rounds, and train rides found in large amusement parks, are readily available and have proven to be immensely popular with the kids. These, and other units designed by commercial playground manufacturers, offer the advantages of being able to take weather without constant maintenance and the assurance of adequate, built-in safety margins in materials.

Once your theatre is equipped with slides, swings, chutes, tubular mazes, jungle gyms, or other pieces, safety and planned maintenance must be looked after faithfully. Unless you can spare enough attendants before the show, you may find it necessary to bar children of pre-school ages not accompanied by an older person.

Despite all precautions and warnings, the older children too will manage to stand on swing seats, climb into unlikely places, and likewise set themselves up for an accident, making comprehensive insurance coverage a must.

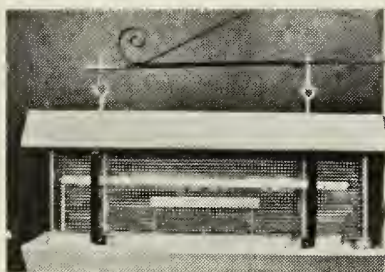
## Inspection & Maintenance

A careful maintenance program, including period inspection of equipment will go far in eliminating the chance of a mishap. Top poles of heavy steel on swing sets, closed chairs for tots' swings, and pits of sawdust or shavings beneath apparatus will reduce chances of an accident. Regular policing of the play area for carelessly dropped objects, exposed pipes and concrete bases, glass and other hazards is a must.

Any wooden equipment must be given special attention. Wood rails on slides, wooden seats on swings, and wooden supports should be painted and sanded regularly. Heavy use may result in splintering, and, even though repainting is done, structural weakness due to internal rot around bolted or other type joints will eventually develop.

See-saw boards should be repainted regularly and inspected at the fulcrum point for rot. Using good exterior grade fir, seasoned and trimmed, is advisable.

Fibreglass equipment has earned respect among playground supervisors for its ability to hold up under the weather while offering strength and good appearance as well. One piece molding permits low cost production of decorative shapes and the glass can be permanently colored in the manufacturing process, reducing yearly upkeep.



## ELIMINATE INSECT PROBLEMS AT DRIVE-INS WITH THE NEW "INSECT ELECTROCUTOR"

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Allow your customers "Insect-Free" enjoyment of your picture program.

**Automatic Control**—The units turn on and off with the entrance and exit lights. They are all weather units—may be left outdoors the year around.

**Eliminates** complaints from customers who may be allergic to the fogging of the field.

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**Safety**—Will not kill a bird, much less hurt a person.

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**BOONTON, N. J.**



# Fox Building In Canoga Park, Calif.

■ Ground-breaking ceremonies for National General Corporation's new \$300,000 Fox Theatre in the Fallbrook Square Shopping Center were held recently in Canoga Park, California.

Opening of the deluxe showcase, scheduled for later this year, will be staged in traditional Hollywood fanfare of stars, searchlights, music and entertainment.

Assisted by Pierre Salinger, NGC vice-president, stage star Gisele MacKenzie—currently starring in "Auntie Mame" at the Valley Music Theatre—gleefully dug the first shovel of ground for the building of the 850-seat motion picture theatre.

Taking part in the festivities were National General executives Dan A. Polier, William H. Thedford, John Klee, Frank Prince, William Hertz and J. Walter Bantau.

Also attending were Joseph K. Eichenbaum, head of Metropolitan Development Corp., builders of the Fallbrook Center; Ron Ellenson, representing Mayor Samuel W. Yorty; Robert Meyers, representing Supervisor Warren Dorn; Jerry Johnson, president of Fallbrook Square Merchants' Association; Gary Owens, honorary mayor of Woodland Hills; Harvey Parkinson, president, Canoga Park Chamber of Commerce; Earle Stanley, president, Woodland Hills Chamber of Commerce; Bruce Pegg, president, Chatsworth Chamber of Commerce; Mrs. John Zlatich, president, Canoga Park Women's Club and John Flokin, assistant vice-president of Crocker-Citizens Bank.

The Fox Theatre, to be located at Fallbrook and Vanowen Streets, represents the latest addition to National General's expanding theatre circuit of 218 motion picture houses in 16 states.

Recently-opened theatres have been in Thousand Oaks, San Jose, Palos Verdes Peninsula, Northridge and Los Alamitos—all in California—and in Albuquerque, New Mexico; Lakewood (Denver suburb), Colorado and Las Vegas, Nevada.

Eugene V. Klein, president of NGC, said the circuit plans to add 50 to 75 theatres—conventional and drive-ins—within the next three years.

"The future of motion picture exhibition is brighter than ever," Klein said. "We have great faith in this business, which accounts for a great portion of the leisure and entertainment time of the average American. People want to get out of their homes and go out to see a movie. We are making movie-going more possible—providing entertainment where the people are."

## SOS Names New Prexy

NEW YORK—S.O.S. Photo-Cine-Offices, Inc., announce the appointment of Reginald Armour as president and Newell P. Crawford as vice-president and treasurer. Armour is well-known in motion picture and equipment circles having previously been connected with RCA, RKO Radio, Walt Disney, Columbia and Republic in executive capacities.

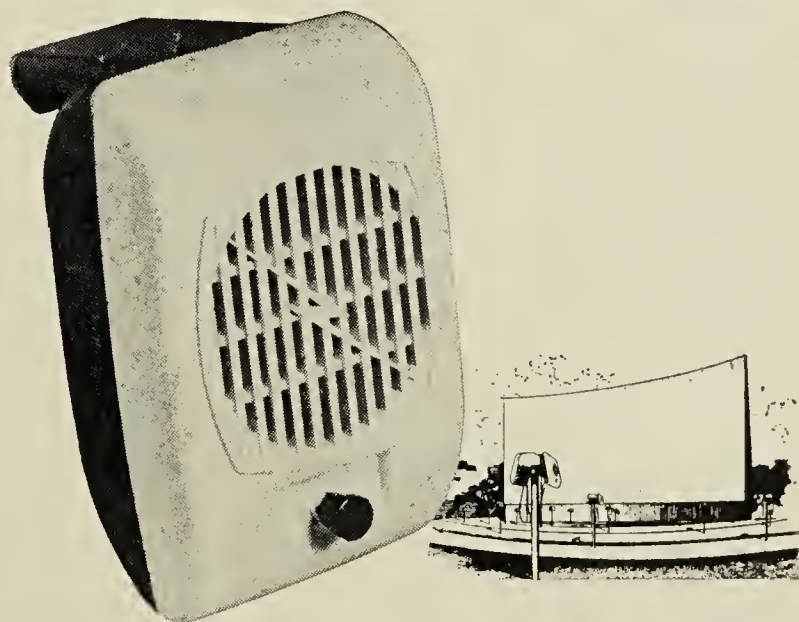
Armour is also vice-chairman of the board of The Dorsey Corporation, a diversified manufacturing company, listed on the American Stock Exchange.

Crawford has been engaged in corporate financial management for a substantial number of years. He was a senior officer and director of Olympic Radio and Television Corp. and of Lear-Siegler Corporation.



Taking part in ground-breaking ceremonies are (left to right) Joseph K. Eichenbaum, head of Metropolitan Development Corp.; Pierre Salinger, former U. S. Senator and now on NGC vice president; Stage Star Gisele MacKenzie; William H. Thedford, co-director theatre operations; Dan A. Polier, co-director theatre operations and John Klee, Pacific Coast division manager.

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YOU PLAN  
TO BE IN  
BUSINESS  
FIVE YEARS  
FROM NOW**



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BALLANTYNE DUB'L CONES**

Dub'l Cones just can't be made cheap... only well and long lived... And plenty of drive-in operators understand how long life helps profits. A Dub'l Cone will last five to eight years and cost \$5.60 to \$6.80. That's only about 80c per year per speaker—a whole lot less than single cone speakers, which cost \$4.00 that may last one or two years and cost \$2.00 per year.

BALLANTYNE HAS MADE more than 2,000,000 speakers. The DUB'L CONE reflects long experience to cope with every kind of problem from careless dropping to enterprising teenagers. Shock proofing, die-cast aluminum case and practical design pay off. And the sound is far better than any other speaker. The Dub'l Cone principle adds depth, clarity and presence.

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# General Register Redesigns Tickets

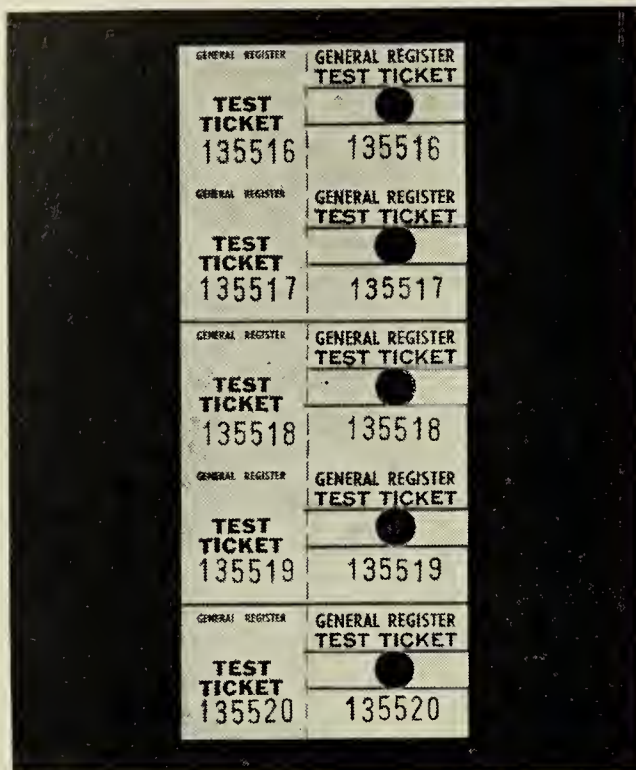
## For Quick Stubbing, Better Control

■ General Register Company, a division of Universal Controls, Inc., Cockeysville, Md., has just introduced an advanced concept in ticket issuing and control systems.

Their new ST2x1 Automatic ticket issues from one to five 2" x 1" tickets in a flat strip. The strip is perforated lengthwise for stub separation. This eliminates ticket line bottlenecks because there is no need for doormen to waste time folding or unfolding.

In addition, they can count tickets at a glance—separate them in one simple motion.

Since the ticket is in one strip and does



The new 2" x 1" flat ticket strip issued by the ST2x1 Automatic machine manufactured by General Register Company.

not need folding, hand-tearing is easily spotted. There is no opportunity for palming, especially if the 2x1's are collected in an Automatic Stub Rod Control Box.

This files in sequence admission tickets, control cards signed by the cashier and doormen when they go on and off duty, and hourly time cards. The system thus keeps a complete record of when tickets are collected, in what order, and who is on duty at all times.

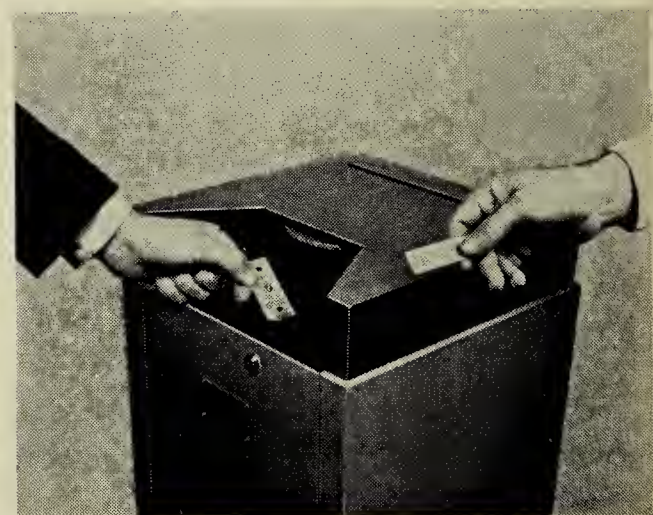
The new 2x1 tickets are threaded on the stub rod in flat strips, face up. This prevents any bulky "spring" action and permits faster analysis and greater capacity.

In addition, the ST2x1 has all the advantages of speed, convenience and cash control offered by the standard Automatic MG Register. It is completely automatic. The touch of a finger issues tickets instantly. A "last ticket warning" locks individual units before last tickets pass through, and an 8,000 ticket capacity per unit cuts down frequency of re-loading, which can be done without stopping sales.

Other features include a single-key locking



The new ST2x1 Automatic ticket issuing machine



The Automatic Stub Rod Control Box

system to prevent unauthorized issuing of tickets, tamper-proof non-reversible counters, and sealed units that operate independently. These can be easily added to or replaced.

The Automatic ST2x1 comes in two case sizes: for 1 to 3 units or 1 to 5 units. It is fully warranted by General Register and is available at leading theatre supply dealers throughout the world.

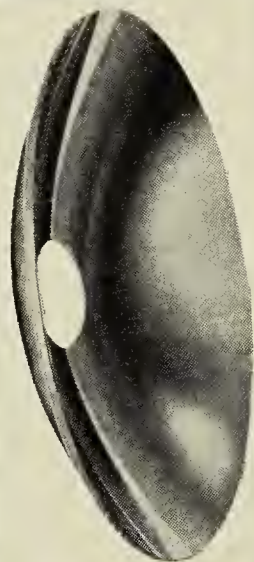
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A Precision made Product.

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PROJECTION LAMPS  
AND HIGH REACTANCE  
MULTI-PHASE RECTIFIERS



World's Standard  
Of  
Projection Excellence

## Vending Retail Sales Near \$3½ Billion Mark

CHICAGO—Retail sales of U.S. vending machines were up 8.44 per cent during 1964, with total sales of \$3,494,000,000.

Cigarettes led the field in vended sales with a little over 40 per cent of the total. Bottled drinks were next in line with 12 per cent of sales, followed closely by confections with a little over 11 per cent of the market.

These are some of the highlights from the 19th annual Census of Vending published by Vend Magazine, business paper of the industry.

The annual survey of the nation's vending also documents the upward trend in prices of vended products—scarce are the nickel soft

drinks and confections and scarcer still the nickel cup of coffee.

Plants, factories, and public locations, Vend noted, account for an estimated 70 per cent of vended sales, followed by schools and colleges with 11 per cent.

The typical operator offers his customers more than one product line, Vend said, with almost 60 per cent of the operating firms offering full line vending. Half of the firms now offer hot canned or commissary prepared foods.

According to the report, slightly over half of the nation's estimated 6,200 operating companies employ between one and six persons



## R. C. Stockholders Meet, Reelect Board

WILMINGTON, DEL.—Royal Crown Cola Co. shareholders held their annual meeting here and unanimously re-elected all members of the company's board of directors to new one-year terms. W. H. Glenn, president of the company, reported that approximately 85 per cent of the company's 3,700,000 shares outstanding were voted in the election. The company's three-for-one stock split action last August increased the previously authorized two million shares to six million.

Renamed to serve one-year memberships on the board were E. L. Norton, chairman; Royal Crown Cola Co. president, W. H. Glenn; former astronaut, Col. John H. Glenn, Jr.; radio and TV personality, Art Linkletter; J. D. Box; Cason J. Callaway, Jr.; B. H. Hardaway III; Clarence B. Hanson, Jr.; T. H. Stanley; vice-president-marketing, W. E. Uzzell; Arthur G. Wakeman; H. Lane Young; and William T. Young.

The company president stated that, based on present performance, he expects sales in 1965 will establish a new all-time high, rising approximately 15 per cent over the previous record year of 1964. He said consolidated net profit for 1965 will probably rise somewhere in the vicinity of 20 per cent. This would approximate \$1.22 per share. He pointed out that the company is making greater expenditures this year in its advertising and promotion and in the areas of market development and production facility improvements. He said that while this investment would somewhat reduce the degree of net profit percentage gain experienced by the company in the past two years, it would make a substantial and solid contribution to future profit earnings.

Net sales in 1964 reached \$47,363,691, a gain of slightly more than 28 per cent over net sales of \$36,979,318 in 1963. Net income increased from \$2,497,767 in 1963 to \$3,780,803 in 1964. This represented a per share gain of better than 47 per cent, up from 70 cents per share in 1963 to \$1.03 in 1964. He said that combined dollar sales for January, February, and March of this year are in line with earlier predicted increases.

## Mich. Sales Tax Measure

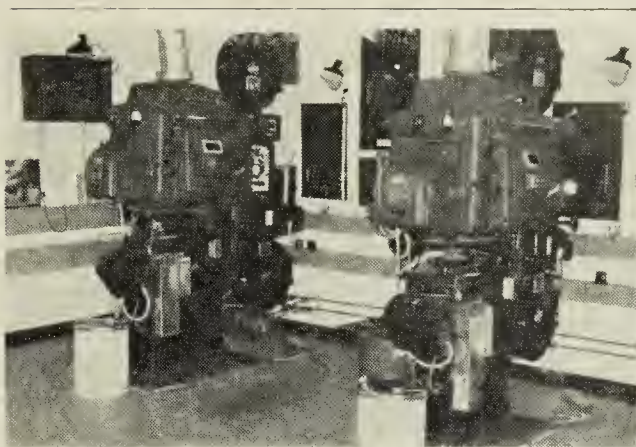
LANSING, MICH.—While the state legislature is swamped with the introduction of a record-breaking number of new bills—probably around 2,000—thus far there are none aimed directly at exhibition.

However there are a few which would affect concessions considerably. Several have to do with eliminating the four per cent sales tax on food throughout the state. But, candy, confection products and soft drinks—properly classified as foods—would still continue to be taxed.

This is compounded by yet another proposed measure which would revise collection of the four per cent sales tax. This calls for no tax on the first 25¢, 1¢ to 49¢ 2¢ to 74¢, and 3¢ to 99¢.

Thus the concessionaire would be able to collect only 3¢ on the first \$1, from his customer, but would remain liable to the state for the full four per cent. In brief, he is penalized 1% of his gross sales across the board.

Michigan Allied, according to president Milton H. London, has made known the concessionaires' point of view.



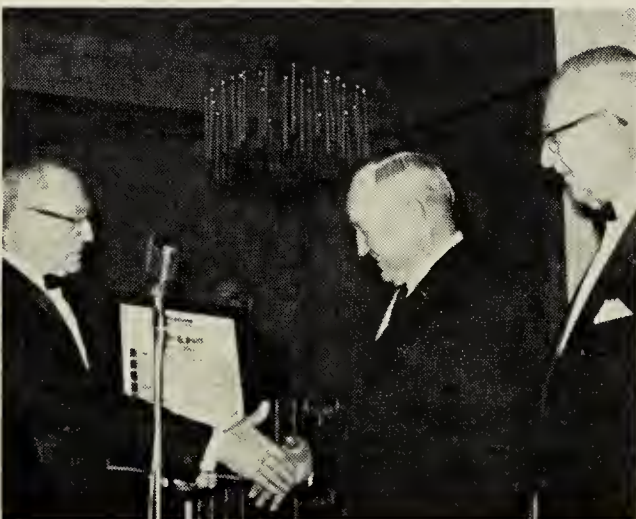
Ashcraft Core-Lite arc lamps and high-reactance 12 phase rectifiers were selected by ABC Paramount for their new Parkway Plaza Theatre in the Plaza Shopping Center, Chelsea, Mass., a Boston suburb. The lamps are operated at 95-100 amperes for the large Cinemascope screen 49 ft. wide. Positive carbon jaws in lamphouses and cooling plates of the Simplex XL projectors are fed from cooling system which uses controlled pressure delivery. The sound system is Simplex XL, four channel stereophonic.

## Werthman To Gen. Cinema

BOSTON — General Cinema Corporation announced here the appointment of Stanley Werthman as director of concession operations. He will headquarter in the company's home office in Boston. General currently operates 82 theatres and 15 bowling centers nationally.

Prior to assuming his present position, Werthman was employed from 1939 in a similar capacity with the Schine Theatres

## Union Honors NTS's Smith



■ Allen Smith, National Theatre Supply Co.'s sales specialist in projection and arc equipment is presented with an illuminated scroll on which is inscribed a resolution by the Twenty-Five Thirty Club, I.A.T.S.E. Inc., of New York, which reads "In recognition of achievement in giving a superior meaning to the word 'service' and for his unusual inspirational ability in bringing commendable benefit to all of the many who have been privileged to work with him."

Smith has been an Honorary Member of the organization since 1943. Presenting the scroll is Morris J. Rotker, secretary, and Morris I. Klapholz, president, on right. Occasion was recent annual installation of officers and organization banquet and dinner.

## Mason's Big New Line

MINEOLA, N. Y.—Mason Candies, Inc., the 101 year-old confectionery manufacturing company, announced its new line of half-pound, full-color, foil-wrapped packages of famous Dots, Black Crows, Berries, and Sour Lemon Drops.

For the convenience of retailers in maintaining continuing shelf stock, this colorful line is packed 12 boxes to the case.



Only The Best  
EQUIPMENT  
Is Good Enough

★ For The Finest  
Strongest, Safest  
and Most Durable—

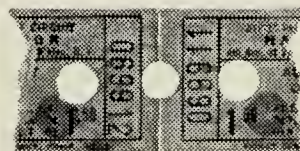
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The wise choice of experienced  
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**AMERICAN**  
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Main Offices and Plant  
NOW IN OUR TOWN OF  
**NAHMA, MICHIGAN**

... In Michigan's Beautiful  
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It's no box office secret...  
every ticket purchaser  
expects and deserves  
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screen presentation

**NATIONAL**  
TRADE MARK  
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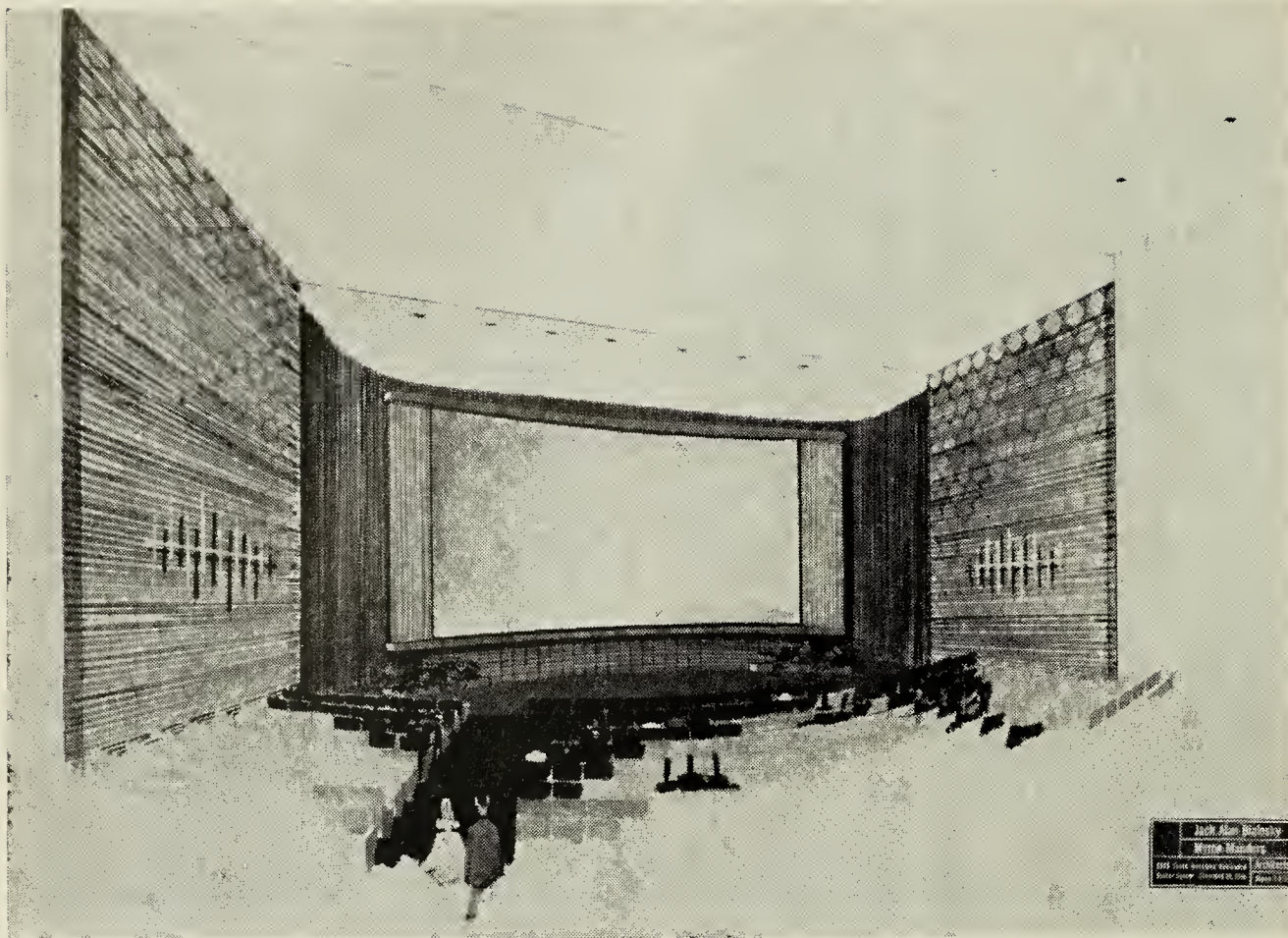
The No. 1 Choice for

- Uniform Light Distribution
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- True Color Fidelity
- Unequalled Light Efficiency



**CARBON PRODUCTS  
DIVISION**





### *Theatre can accommodate all type processes*

# Cleveland Suburbs Get De-Luxe Indoor

■ A magnificent new 999-seat theatre, the Severance opened this past month in the Severance Shopping Center, Cleveland Heights, Ohio.

Severance Center is an enclosed, air conditioned, and heated mall with over 5,000 lighted parking spaces that encompasses over one million square feet of retail space.

The population within a four mile radius of the Center exceeds 450,000 people. Built by The Austin Company, and owned jointly by Winmar Realty Development Company, Inc., The Austin Company, and Society National Bank, the Severance Center has won several design awards and has been a huge success since the day it opened.

The Theatre, which is located in the center of the mall, was designed by Cleveland architects Jack Alan Bialosky and Myron Manders and is truly contemporary in every way. Boasting magnificent design, the Theatre's primary color scheme is royal blue, olive green, and golden orange. The "open-front" concept will enable the Severance Theatre to install almost every type of screen

including Cinerama.

The utmost in comfort is assured Severance Theatre patrons with American Seating Company 'Bodiform' retractor seats and staggered placement to provide perfect visibility anywhere in the Theatre.

In addition to a special Smoking Section there is a handsomely furnished exhibit lounge. Special lighting has been provided to show off the various works to their greatest advantage.

On the mezzanine, there is a luxurious penthouse seating 18 people, which is for private parties. Highlighted by specially designed "living room" type furniture, the Penthouse will give patrons the impression of watching a movie in their own living room. The chairs are completely upholstered from top to bottom and carry out the color scheme of the entire theatre.

The Severance is operated by Rapkor, Inc., based in Baltimore, Maryland. Its President is I. M. Rappaport; vice-president, M. R. Rappaport; and secretary and treasurer, Arthur P. Korach.

## Equipment Credits

**Seating Capacity** .....Auditorium—981  
.....Penthouse—18  
**Architects:** .....Jack Alan Bialosky,  
.....Myron Manders  
**General Contractors:** Neshkin Construction,  
.....The Austin Co.  
**Supplier:** .....National Theater Supply  
**Seats: Auditorium** ..American Seating Co.  
**Penthouse** ..Western Furniture Corp.  
**Projectors:** .....Simplex XL  
**Lamphouses:** .....Strong Futura  
**Sound:** .....Simplex  
**Screen:** .....Walker Hi Gain  
**Air Conditioning** .....Trane  
**Special Draperies** .....Soundfold  
**Decorator:** Paramount Decorating Company,  
.....Philadelphia, Pennsylvania  
**Special Lighting:** ...Century Stage Lighting



**Illustration shows lobby area**

## Carbon Products Names V.P.

**NEW YORK**—F. Bruce Vernon has been appointed vice-president—production of the Carbon Products Division of the Union Carbide Corporation, it was announced by James R. Johnstone, division president.

Vernon joined the corporation in 1938 at the Fremont, Ohio, plant of what is now Union Carbide's Consumer Products Division. In 1950, he was transferred to the Cleveland, Ohio, plant as assistant production control manager. He became assistant manager of the Columbia, Tenn., plant of the Carbon Products Division in 1956. Vernon moved to the New York office in 1960 as control manager for the division.

He is a graduate of Lafayette College, where he received the degree of B.A. in economics in 1938.

**WANT FURTHER INFORMATION ON  
PRODUCTS**

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**Please Check:**

- ☐ **AMERICAN PLAYGROUND DEVICE CO.,** Park and Picnic Playground and Swimming Pool Equipment
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- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.,** Drive-In Speaker Cones
- ☐ **CARBONS, INC.,** Lorraine Arc Carbons
- ☐ **COCA-COLA CO., THE,** Coca-Cola
- ☐ **EPRAD,** Car-Check Electronic Cash Control Systems
- ☐ **GENERAL REGISTER CO., DIV. UNIVERSAL CONTROLS, INC.,** Automaticket Control Systems
- ☐ **HEYER-SHULTZ, INC.,** Unbreakable Metal Reflectors
- ☐ **HYDRAULIC MFG. CO.,** Insect "Electrocutors"
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY CO.,** Theatre Equipment and Supplies
- ☐ **NORTH AMERICAN PHILIPS CO., INC.,** Nor-elco 70/35mm Projectors
- ☐ **PEPSI-COLA CO.,** Regular and Diet Pepsi-Cola
- ☐ **ROYAL CROWN COLA CO.,** Royal Crown Cola Syrup
- ☐ **STRONG ELECTRIC CORP., THE,** "Futura" Arc Lamps
- ☐ **UNIVERSAL CONTROLS, INC., GENERAL REGISTER CO. DIV.,** Automaticket Control systems
- ☐ **UNION CARBIDE CARBON PRODUCTS DIV.,** "National" Arc Carbons
- ☐ **XETRON DIV., CARBONS, INC.,** Xetron Lamp-houses, Power Supplies

LIST ITEMS.

ISSUE OF MAY 19, 1965

NAME .....

**THEATRE** .....

**ADDRESS** .....

CITY, STATE .....

**MOTION PICTURE EXHIBITOR**

317 N. Broad St., Philadelphia, Pa. 19107.



# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



MAY 19, 1965

SECTION TWO  
VOL. 73 NO. 17

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy  
CAR—Cartoon

COMP—Compilation  
D—Drama  
DOC—Documentary

MD—Melodrama  
MU—Musical  
W—Western

NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama  
CS—CinemaScope  
DC—Deluxe Color

DS—Dyallscope  
EC—Eastman Color  
MC—MetroColor

PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor

TE—Technirama  
TS—Techniscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western
- FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau
- 6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made
- 6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer
- 6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau
- 6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made
- 6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad
- 6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (4-22-64)—Interesting topical drama—(Filmed abroad)
- 6542 UMBRELLAS OF CHERBOURG, THE—NOV.-90m.—Catherine Deneuve—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau
- 6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

### COMING

BIKINI PARADISE—(EC)—Janette Scott, Kelron Moore

BLOOD AND BLACK LACE—Cameron Mitchell

CITY OF FEAR—Terry Moore

ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English

FINGER ON THE TRIGGER—Rory Calhoun

HOT SPY, COLD CORPSE—Kerwin Mathews

HUMAN DUPLICATORS—George Nader

LAST MESSAGE FROM SAIGON—Burt Reynolds

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins

MARA OF THE WILDERNESS—(EC)—Adam West, Linda Saunders

MUTINY IN OUTER SPACE—William Leslie

RACING FEVER—(C)—Joe Morrison, Barbara Bigert

TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula

TICKLE ME—Elvis Presley

WE JOINED THE NAVY—Kenneth More

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 417 ATRAGON—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action Import for program—Japanese-made
- 406 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
- 6410 CONQUERED CITY—M-91m.—David Niven, Ben Gazzara, Lea Massari—5257 (3-3-65)—Wartime meller has names to help—Filmed abroad
- A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- 412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
- 403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made
- 6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair Import has potential—Japanese-made; dubbed in English
- 405 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- 6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made
- 416 PAJAMA PARTY—CMU-83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd
- 6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty
- 407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry
- 6419 TOMB OF LIGEIA—MD-81m.—(C)—Vincent Price, Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made
- 404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made
- 408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer
- 6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

### TO BE REVIEWED

BEACH BLANKET BINGO—(PV; C)—Frankie Avalon, Annette Funicello

GO GO MANIA—(TC)—The Beatles—English-made

HOUSE AT THE END OF THE WORLD—(C; S)—Boris Karloff

HOW TO STUFF A WILD BIKINI—(PV; C)—Annette Funicello, Dwayne Hickman, Mickey Rooney

NAVAJO RUN—Johnny Seven, Virginia Vincent

PLANET OF TERROR, THE—(TC; S)—Barry Sullivan, Susan Hart

SERGEANT DEADHEAD—Frankie Avalon, Eve Arden, Deborah Walley

SKI PARTY—(PV; C)—Frankie Avalon, Deborah Walley, Dwayne Hickman

SWINGERS PARADISE—(TR; C)—Cliff Richard

UNDER AGE—Anna MacAdams, Roland Royter

WAR GODS OF THE DEEP—Vincent Price, Susan Hart, Tab Hunter—English-made

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

Across The River . . . . .	Misc.
Adventures Of Scaramouche . . . . .	A2 Emb
• Agony And The Ecstasy, The . . . . .	Fox
• Alphabet Murders, The . . . . .	MGM
• Americanization Of Emily, The . . . . .	B MGM
• Amorous Adventure Of Moll Flanders . . . . .	Par.
Anatomy Of A Marriage . . . . .	A4 For
• And Now Miguel . . . . .	U
Andy . . . . .	A3 U
• Apache Gold . . . . .	Col.
Apache Rifles . . . . .	A1 Fox
Ape Woman, The . . . . .	A3 Emb.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



• Aphrodite, Goddess Of Love A2 Emb.  
 • Archangels, The ..... Emb.  
 • Arizona Raiders, The ..... Col.  
 • Around the World Under the Sea MGM  
 Art of Love ..... A4 U  
 Atragon ..... A1 A-I  
 Awful Dr. Orloff, The ..... For.

# B

Baby, The Rain Must Fall ..... A2 Col.  
 Back Door To Hell ..... A2 Fox  
 Banana Peel ..... For.  
 • Battle of the Bulge ..... WB  
 • Battle of Villa Florita, The ..... A3 WB  
 Bay Of Angels ..... A3 For.  
 • Beach Blanket Bingo ..... A2 AI  
 • Beach House Party ..... Fox  
 Bedtime Story ..... A3 U  
 • Bear, The ..... A1 Emb.  
 Behold A Pale Horse ..... A2 Col.  
 Bebo's Girl ..... A3 Cont.  
 • Bedford Incident, The ..... Col.  
 Bikini Beach ..... A3 A-I  
 • Bikini Paradise ..... AA  
 Black Spurs ..... A2 Par.  
 Black Torment, The ..... For.  
 • Blindfold ..... U  
 • Blood And Black Lace ..... AA  
 Blood On The Arrow ..... A2 AA  
 • Boeing-Boeing ..... Par.  
 • Born Free ..... Col.  
 • Bounty Killer, The ..... EMB  
 Boy Ten Feet Tall, A ..... A1 Par.  
 Brain, The ..... For.  
 Brainstorm ..... WB  
 • Buddha ..... A3 Misc.  
 Bullet For A Badman ..... A2 U  
 • Bullwhip Griffin ..... BV  
 • Bunny Lake Is Missing ..... Col.  
 Bus Riley's Back In Town ..... A3 U  
 Bus, The ..... Misc.

# C

• Cabriola ..... Col.  
 Caddy, The-Re ..... A1 Par.  
 Carry On Spying ..... For.  
 Cartouche ..... A3 Emb.  
 Casablan ..... For.  
 • Casanova '70 ..... Emb.  
 Castle Of Blood ..... Misc.  
 Cat Ballou ..... A2 Col.  
 Cheyenne Autumn ..... A1 WB  
 • Chinese Adventures In China ..... UA  
 • Cincinnati Kid, The ..... MGM  
 Circle of Love ..... C Cont.  
 Circus World ..... A1 Par.  
 • City In The Sea ..... AI  
 • City Of Fear ..... AA  
 Clarence The Cross-Eyed Lion... MGM  
 Cleopatra ..... B  
 Code 7, Victim 5 ..... A3 Col.  
 Collector, The ..... Col.  
 • Congo Vivo ..... Col.  
 • Convict Stage ..... Fox  
 Conquered City ..... A-I  
 Contempt ..... C Emb.  
 Cool World, The ..... A4 Misc.  
 Crack In The World ..... A2 Par.  
 • Crack Of The Whip ..... WB  
 Crazy Desire ..... B EMB  
 • Curse Of The Fly, The ..... Fox  
 Curse of the Mummy's Tomb, The A2 Col.  
 Curse of The Stone Hand ..... Misc.

# D

• Dark Intruder ..... U  
 Dear Bridgett ..... A1 Fox  
 Dear Heart ..... A3 WB  
 • Devils of Darkness ..... Fox  
 Diary Of A Bachelor ..... B AI  
 Diary of a Chambermaid, The .. B For.  
 Die, Die, My Darling ..... A3 Col.  
 • Dingaka ..... Emb.  
 Disorderly Orderly, The ..... A1 Par.  
 Distant Trumpet, A ..... A2 WB  
 • Do Not Disturb ..... Fox  
 Dr. Terror's House Of Horrors .. A2 Par.  
 • Doctor Zhivago ..... MGM  
 Dragon Sky ..... For.

# E

Earth Dies Screaming, The ..... A1 Fox  
 East Of Sudan ..... A1 Col.  
 • El Greco ..... Fox  
 • Emil And The Detectives ..... AI BV  
 • Escape By Night ..... A2 AA  
 Escape From Hell Island ..... Misc.  
 Evil Eye ..... A2 A-I

# F

Face of the Screaming Werewolf ..... Misc.  
 Face Of War, The ..... For.  
 Fall Safe ..... A2 Col.

## BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany  
 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney  
 156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry  
 158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue  
 TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette  
 THOSE CALLOWAYS—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

## TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
 THAT DARN CAT—(TC)—Hayley Mills, Dean Jones  
 MONKEY'S UNCLE, THE—(TC)—Annette, Tommy Kirk  
 UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

## COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65015 BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots  
 65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad  
 65026 CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic  
 65011 CODE 7, VICTIM 5—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa  
 65009 CURSE OF THE MUMMY'S TOMB, THE—MD—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made  
 65020 DIE, DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made  
 65013 EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syms—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made  
 65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience  
 65008 FINEST HOURS, THE—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made  
 65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5241 (10-21-64)—Good science fiction entry—Filmed in England  
 66002 GENGHIS KHAN—MD-124m.—(PV; C) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad  
 65001 GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry  
 65010 GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made  
 64021 HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil  
 64020 LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64) Levits' and spectacular period adventure tale—European made  
 66001 LORD JIM—D-154m.—(Super Panavision 70; TC)—Peter O'Toole, James Mason, Curt Jurgens, Dallah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad  
 65017 LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies  
 65018 MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film  
 65016 OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade  
 65003 RIDE THE WILD SURF—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans  
 66004 SHIP OF FOOLS—D-150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare  
 65021 SYNANON—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts  
 65014 WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

## COMING

APACHE GOLD—(CS; C)—Lex Barker  
 ARIZONA RAIDERS, THE—(EC)—Audie Murphy  
 BUNNY LAKE IS MISSING—Laurence Olivier, Carol Lynley—English-made  
 BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur  
 BORN FREE—(PV; C)—Bill Travers, Virginia McKenna  
 CABBRIOLA—(C)—Marisol, Angel Peralta—Spanish-made  
 CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda  
 COLLECTOR, THE—(C)—Samatha Eggar, Terence Stamp  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 GREAT SIOUX MASSACRE, THE—Joseph Cotten  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 HEROES OF TELEMAR—(PV; C)—Kirk Douglas, Richard Harris  
 KING RAT—George Segal, Tom Courtenay, James Fox  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newley, Anne Aubrey  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 TREASURE OF SILVER LAKE—(CS; C)—Lex Barker  
 WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes  
 WINTER A-GO-GO—James Stacy, Jill Donohue  
 YOU MUST BE JOKING—Michael Callan, Terry-Thomas—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair Import—Italian-made; English titles  
 CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English  
 SEDUCED AND ABANDONED—CD-118m.—Sara Ural, Stefania Sandrelli—5191 (7-22-64)—Good Import—Italian-made; English titles  
 HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles  
 LOVE GODDESSES, THE—COMP-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips  
 LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada  
 MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue  
 RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made  
 SLAVE TRADE IN THE WORLD TODAY—DOC-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

## COMING

OMICRON—Renato Salvatori  
 TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Stelger  
 WORLD'S GREATEST SWINDLES—International Cast



## EMBASSY

**ADVENTURES OF SCARAMOUCHE, THE**—MD-98m.—(C)—Gerard Barray, Glanna Marie Canele—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English  
**APE WOMAN, THE**—CD-97m.—Ugo Iognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles  
**CARTOUCHE**—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)  
**CONTEMPT**—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
**CRAZY DESIRE**—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
**HOUSE IS NOT A HOME, A**—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
**KIMBERLEY JIM**—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad  
**LET'S TALK ABOUT WOMEN**—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
**MARRIAGE ITALIAN STYLE**—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles  
**ONLY ONE NEW YORK**—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
**PASSIONATE THIEF, THE**—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
**SANTA CLAUS CONQUERS THE MARTIANS**—FAN-80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
**SECKET OF MAGIC ISLAND, THE**—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made  
**THREE PENNY OPERA**—MU-83m.—(EC)—Curt Jurgens, Hildegard Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English  
**ZULU**—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

### COMING

**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**ARCHANGELS, THE**—Roberto Bisacco, Virginia Onorato—Italian-made  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**BOUNTY KILLER, THE**—(TS; TC)—Dan Duryea, Rod Cameron  
**CASANOVA '70**—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
**DINGAKA**—Stanley Baker, Juliet Prowse  
**GITI**—(WS; TC)—Jack Chaplain, Heather North  
**HELLFIRE CLUB**—Peter Cushing, Adrienne Corri  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**LITTLE NUNS, THE**—Catherine Spaak—Italian-made  
**REQUIEM FOR A GUNFIGHTER**—(TS; TC)—Rod Cameron, Stephen McNally  
**SEASIDE SWINGERS**—Freddie And The Dreamers—English  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French

## MGM

### DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering  
427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers  
6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry  
429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
6522 **GUNFIGHTERS OF CADA GRANDE**—W-92m.—(CS; MC)—Alex Nicol, Diana Lorys—5274 (4-14-65)—Big scale western lacking in names—Filmed abroad  
6521 **HERCULES, SAMSON AND ULYSSES**—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English  
432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist rapid farce  
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made  
6524 **JOY IN THE MORNING**—D-103m.—(PV; MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults  
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
431 **LOOKING FOR LOVE**—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia  
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford have a go at murder again—English-made  
503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
6529 **OPERATION CROSSBOW**—D-116m.—(PV; MC)—Sophia Loren, George Peppard, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war  
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219 (10-7-64)—Top cast adds interest to "search for truth" drama  
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
6514 **QUICK BEFORE IT SELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy  
6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story  
6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English  
6526 **SHE**—MD-106m.—(CS; C)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made  
6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made  
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama  
428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
**VICE AND VIRTUE**—MD-103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English  
426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann Margret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
**YELLOW ROLLS-ROYCE, THE**—122m.—(C)—Rex Harrison, Shirley MacLaine, Ingrid Bergman, Omar Sharif—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made  
6517 **YOUNG CASSIDY**—D-110m.—(PV)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England  
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Huguely, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
509 **YOUR CHEATIN' HEART**—MUD-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer  
6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

### COMING

**ALPHABET MURDERS, THE**—Tony Randall, Anita Ekberg—English-made  
**AROUND THE WORLD UNDER THE SEA**—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton  
**CINCINNATI KID, THE**—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret  
**DOCTOR ZHIVAGO**—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness  
**HAREM HOLIDAY**—(PU-MC)—Elvis Presley, Mary Ann Mobley

• **Family Jewels, The** ..... Pa.  
**Fanny Hill** ..... For.  
• **Fantastic Voyage** ..... Fox  
**Fate Is The Hunter** ..... AI Fox  
**Father Goose** ..... AI U  
**Ferry Cross The Mersey** ..... AI UA  
• **Finger On The Trigger** ..... AA  
**Finest Hours, The** ..... AI Col.  
**First Men In The Moon** ..... AI Col.  
**Flesh Eaters, The** ..... Misc.  
• **Flight Of The Phoenix, The** ..... Fox  
**Flipper's New Adventure** ..... AI MGM  
**Flower Drum Song-Re** ..... U  
**Fluffy** ..... AI U  
**Fool Killer, The** ..... AA-Landau  
**For Those Who Think Young** ..... A3 UA  
**Fort Courageous** ..... Fox  
**Four Days In November** ..... AI UA

G

**Genghis Khan** ..... A3 Col.  
**Get Yourself A College Girl** ..... B MGM  
**Girl Happy** ..... B MGM  
**Girl With Green Eyes** ..... A4 For  
**Girls On The Beach** ..... B Par.  
• **Giti** ..... AI EMB  
• **Glory Guys, The** ..... UA  
• **Go Go Manla** ..... A-I  
**Godzilla Vs The Thing** ..... AI AI  
**Gold For The Caesars** ..... A2 MGM  
**Goldfinger** ..... A3 UA  
**Goodbye Charlie** ..... A3 Fox  
**Good Neighbor Sam** ..... A2 Col.  
**Gorgon, The** ..... A2 Col.  
• **Great Race, The** ..... WB  
• **Great Sioux Massacre, The** ..... Col.  
**Greatest Story Ever Told, The** ..... UA  
**Guide, The** ..... A3 For.  
**Gunfighter At Casa Grande** ..... MGM  
• **Gunpoint** ..... U  
**Guns At Batasi** ..... A3 Fox  
**Guns Of August** ..... AI U

H

• **Hallelujah Trail, The** .....  
**Hamlet** ..... AI WB  
**Hard Day's Night, A** ..... AI UA  
• **Harem Holiday** ..... MGM  
• **Harlow** ..... Par.  
• **Harvey Middleman, Fireman** .. A2 Col.  
• **Hawaii** ..... UA  
• **Hellfire Club** ..... A3 EMB  
• **Help!** ..... UA  
**Hercules In The Haunted World** ..... For  
**Hercules, Samson And Ulysses** ..... AI MGM  
**Hercules vs The Giant Warriors** ..... For.  
• **Heroes Of Telemark** ..... Col.  
**Hey There, It's Yogi Bear** ..... AI Col.  
**High And Low** ..... Com.  
• **High Wind In Jamaica, A** ..... For.  
• **Hill, The** ..... MGM  
**Honeymoon Hotel** ..... 8 MGM  
**Horrible Dr. Hichcock, The** ..... For.  
**Horror Of It All, The** ..... A2 Fox  
• **Hot Spy, Cold Corpse** ..... AA  
• **House At The End Of The World** ..... A-I  
**House Is Not A Home, A** ..... B Emb.  
**How To Murder Your Wife** ..... A3 UA  
• **How To Stuff A Wild Bikini** ..... A-I  
**How The West Was Won** ..... AI MGM  
• **Human Duplicators** ..... AA  
**Hush, Hush, Sweet Charlotte** ... A3 Fox  
**Hysteria** ..... A3 MGM

I

**I Saw What You Did** ..... A3 U  
**I'd Rather Be Rich** ..... A2 U  
• **I'll Take Sweden** ..... B UA  
**Il Successo** ..... EMB  
• **Incident At Phantom Hill, The** ..... U  
**Imitation Of Life-Re** ..... U  
**In Harm's Way** ..... Par.  
**Inheritance, The** ..... Misc.  
• **Inside Daisy Clover** ..... WB  
**Invitation To A Gunfighter** ..... A3 UA  
• **Ipcress File, The** ..... U

J

**John Goldfarb, Please Come Home** ..... 8 Fox  
**Joy House** ..... 8 MGM  
**Joy In The Morning** ..... A3 MGM  
• **Judith** ..... Par.



## K

Killers, The	A3	U
Kimberley Jim		Emb.
King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kisses For My President	A3	WB
Kitten With A Whip	B	U
Knack, The		UA

## L

Lady L		MGM
Lady In A Cage	B	Par.
Last Man On Earth, The	A2	AI
Last Message From Saigon		AA
Last Woman of Shang, The		For.
Laterna Magika	A2	Col.
Lawrence Of Arabia		For.
Les Abysses	B	For.
Let's Talk About Women	C	Emb.
Life In Danger, A	A2	AA
Light Fantastic, The	B	Emb.
Lili-RE	A2	MGM
Lilith	A4	Col.
Liquidator, The		MGM
Little Nuns		Emb.
Little Prince And The	A4	Col.
Eight-Headed Dragon, The		Col.
Lively Set, The	AI	U
Living Between Two Worlds		Misc.
Long Ships, The	B	Col.
Longest Day, The	AI	Fox
Looking For Love	B	MGM
Lord Jim	A2	Col.
Lost World Of Sinbad		A-I
Love And Kisses		U
Love A La Carte	A4	For.
Love Goddesses		Cont.
Love Has Many Faces	B	Col.
Loved One, The		MGM
Luck Of Ginger Coffey, The	A3	Cont.

## M

Mme Olga's Massage Parlor		Misc.
Madame X		U
Made In Paris		MGM
Magic World Of Topo Gigio, The		Col.
Malamondo		For.
Major Dundee	A2	Col.
Yale Hunt		For.
Man From Button Willow, The	AI	Misc.
Man In The Dark	A3	U
Man Who Couldn't Walk, The		For.
Man Who Walked Through		For.
The Wall		For.
Mara Of The Wilderness	AI	AA
Marnie	A3	U
Marriage-Italian Style	A4	Emb.
Marriage On The Rocks		WB
Mary Poppins	AI	BY
Masque Of The Red Death	B	AI
Masquerade	A2	UA
Master Spy	AI	AA
Maya		MGM
McHale's Navy	AI	U
McHale's Navy Joins the		U
Air Force		U
Mediterranean Holiday	AI	Cont.
MGM's Big Parade Of Comedy	AI	MGM
Mickey One		Col.
Mirage		U
Mister Buddwing		MGM
Mister Moses		UA
Model Murder Case, The		For.
Moment To Moment		U
Mondo Pazzo	C	For.
Monkey's Uncle, The		BY
Money Trap, The		MGM
Moon-Spinners, The	AI	BY
Moro Witch Doctor	A2	Fox
Moritur		Fox
Murder Ahoy	AI	MGM
Murder Most Foul	A	MGM
Mutiny In Outer Space		AA
Mutiny On The Bounty	A2	MGM
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	AI	WB
My Wife's Husband		For.

## N

Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
Naked Prey, The		Par.
Nanny, The		Fox
Nasty Rabbit, The		Misc.
Navajo Run		AI
Never Too Late		WB
New World, A		UA
Night On The Iguana	A4	MGM
Night Train To Paris	A2	Fox
Night Walker, The		A2
Nightmare In The Sun	A3	Misc.
Not on Your Life		WB
Nothing But A Man		Misc.
Nutty, Naughty Chateau	B	For.

## O

Of Human Bondage	B	MGM
Oh Dad, Poor Dad, Mama's		
Hung You In the Closet and		
I'm Feeling So Sad		Par.
Omicron		Cont.
Once A Thief	A3	MGM
One Potato, Two Potato	A2	Misc.
One Way Pendulum		For.
Onibaba		For.
Only One New York	AI	Emb.
Operation SNAFU	A3	AI

HILL, THE—Sean Connery, Michael Redgrave  
 LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
 LADY L—(PV)—Sophia Loren, Paul Newman, David Niven  
 LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
 MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan  
 MAYA—(PV; MC)—Clint Walker, Jay North  
 MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette  
 MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer  
 ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance  
 PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec  
 PATCH OF BLUE, A—(PU)—Sidney Poitier, Shelley Winters  
 POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley  
 SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6414	BLACK SPURS—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help
6407	BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad
R6402	CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6417	CIRCUS WORLD—D-135m.—(TC; TR)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6410	CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry
6406	DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarily for kids
6415	DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made
6419	GIRLS ON THE BEACH, THE—MU-80m.—(TC)—Martin West, Noreen Corcoran, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun
6418	IN HARM'S WAY—D-165m.—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences
6311	LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6322	PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Ballin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
R6408	PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)
6320	RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323	ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantel, Adam West—5174 (6-10-64)—Good science fiction entry
6405	ROUSTABOUT—CMU-101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
6324	STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
6409	SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults
6325	WALK A TIGHTROPE—MD-69m.—Lan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made
6404	WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6413	WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue
6411	YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program
R6403	YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

## COMING

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Klm Novak, Richard Johnson  
 BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis  
 FAMILY JEWELS—(C)—Jerry Lewis  
 HARLOW—(PV; TC)—Carroll Baker, Peter Lawford  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 KID RODELO—Don Murray, Janet Leigh, Broderick Crawford  
 PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made  
 OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Morse, Jonathan Winters  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 RED LINE 7000—(TC)—Gail Hirt, James 'Skip' Ward, Laura Devon  
 SANDS OF THE KALAHARI—(TC)—Stuart Whitman, Stanley Baker, Susannah York  
 SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
 SONS OF KATIE ELDER, THE—(PV; TC)—John Wayne, Dean Martin, Martha Hyer  
 SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

425	APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
430	BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
444	CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
503	DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy
424	EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made
423	FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
516	FORT COURAGEOUS—W-72m.—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer
428	GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
417	GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
422	HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made
504	HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry
507	JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
414	LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
431	MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
420	NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Allie Gur—5219 (10-7-64)—Good action entry for program—English-made
502	PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry
427	RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer
426	RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action
555	SOUND OF MUSIC, THE—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
416	VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
508	WAR PARTY—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
421	WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
	ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-6-64)—Fine drama—Filmed in Greece—International Classics

## COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison



BEACH HOUSE PARTY—Frankie Randall, The Astronauts  
 CURSE OF THE FLY, THE—(CS)—Brian Donlevy—English-made  
 CONVICT STAGE—Harry Lauter, Donald Barry  
 DEVILS OF DARKNESS—(DC)—William Sylvester, Carole Gray  
 DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor  
 EL GRECO—Mel Ferrer, Rosanna Schiaffino  
 FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien  
 FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine  
 HIGH WIND IN JAMAICA, A—(CS; DC)—Anthony Quinn, Lila Keorova  
 MORITURI—Marlon Brando, Yul Brynner, Janet Margolin  
 NANNY, THE—Bette Davis, Wendy Craig—English-made  
 OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb  
 OUTLAWS OF RED RIVER, THE—George Montgomery  
 RAPTURE—(CS)—Patricia Gozzi, Melvyn Douglas  
 REWARD, THE—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux  
 SPACE FLIGHT IC-1—Bill Williams—English-made  
 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Sarah Miles  
 UP FROM THE BEACH—(CS)—Cliff Robertson, Irina Demick  
 VON RYAN'S EXPRESS—(DC)—Frank Sinatra, Trevor Howard, Brad Dexter

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6502 FERRY CROSS THE MERSEY—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)  
 6410 FOR THOSE WHO THINK YOUNG—CMU-96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch  
 6422 FOUR DAYS IN NOVEMBER—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6501 GREATEST STORY EVER TOLD, THE—D-194m.—(CR; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens  
 6420 GOLDFINGER—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli  
 6414 HARD DAY'S NIGHT, A—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6503 HOW TO MURDER YOUR WIFE—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod  
 6418 INVITATION TO A GUNFIGHTER—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 6508 MASQUERADE—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65)—Entertaining comedy adventure—Filmed abroad—Novus  
 6506 MR. MOSES—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot  
 6505 SATAN BUG, THE—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-7-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa  
 6417 SECRET INVASION, THE—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
 6413 7TH DAWN, THE—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
 6415 SHOT IN THE DARK, A—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
 6412 633 SQUADRON—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch  
 6419 TOPKAPI—CD-120m.—(C)—Meltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6507 TRAIN, THE—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France  
 6416 WOMAN OF STRAW—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

### COMING

CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress  
 GLORY GUYS, THE—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
 HALLELUJAH TRAIL, THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
 HAWAII—(PV; C)—Julie Andrews, Max Von Sydow  
 HELPI—(EC)—The Beatles  
 I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon  
 KNACK, THE—Rita Tushingham  
 NEW WORLD, A—Nino Castanova, Christine De La Roche—Saltzman  
 RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
 RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch  
 THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell  
 THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris  
 VIVA MARIA—Brigitte Bardot, George Hamilton—Dancigers-Malle  
 WHAT'S NEW, PUSSYCAT?—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses  
 6517 ART OF LOVE, THE—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help  
 6417 BEDTIME STORY—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment  
 6421 BULLET FOR A BADMAN—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
 6507 BUS RILEY'S BACK IN TOWN—D-93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch  
 6501 FATHER GOOSE—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
 6513 FLUFFY—C-92m.—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences  
 6502 GUNS OF AUGUST, THE—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I  
 6423 I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6522 I SAW WHAT YOU DID—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer  
 6424 KILLERS, THE—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story  
 6427 KITTEN WITH A WHIP—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
 6425 LIVELY SET, THE—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6506 MAN IN THE DARK—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made  
 6418 MARNIE—D-129m.—(TC)—Tippi Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama  
 6420 McHALE'S NAVY—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
 6516 NAKED BRIGADE, THE—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Fair programmer—Filmed in Greece; partially titled  
 6503 NIGHT WALKER, THE—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles  
 6515 SECRET OF BLOOD ISLAND, THE—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made  
 6426 SEND ME NO FLOWERS—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6521 SHENANDOAH—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance  
 6428 SING AND SWING—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
 6505 STRANGE BEDFELLOWS—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast  
 6509 SWORD OF ALI BABA—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer  
 6504 TAGGART—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western  
 6508 TRUTH ABOUT SPRING, THE—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad  
 6519 WILD SEED—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry  
 6510 WORLD OF ABBOTT AND COSTELLO, THE—COMP-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the team's films.

Operation Crossbow ..... AI MGM  
 • Our Man Flint ..... Fox  
 Outlaws Is Coming, The ..... AI Col.  
 • Outlaws Of Red River, The ... Fox  
 Outrage, The ..... A3 MGM  
 Over There—1914-1918 ..... For.

P

Pajama Party ..... B A-I  
 Passionate Thief, The ..... A3 Emb  
 • Passport To Oblivion ..... MGM  
 • Patch of Blue, A ..... MGM  
 Patsy, The ..... AI Par.  
 Pattern For Plunder ..... For.  
 Pawnbroker, The ..... AA-Landau  
 • Planet of Terror, The ..... AI  
 • Playboy ..... Col.  
 • Play It Cooler ..... Col.  
 • Pleasure Seekers, The ..... B Fox  
 • Postman's Knock ..... MGM  
 • Promise Her Anything ..... Par.  
 Psycho—Re. .... B Par.  
 Psychomania ..... Misc.  
 Pumpkin Eater, The ..... A4 For.

Q

Quick, Before It Melts ..... B MGM  
 Quo Vadis—Re. .... AI MGM

R

• Racing Fever ..... B AA  
 • Rage To Live, A ..... A3 UA  
 Raiders From Beneath The Sea ..... B Fox  
 • Rapture ..... Fox  
 • Rare Breed, The ..... U  
 Rattle Of A Simple Man ..... Cont.  
 Ready For The People ..... WB  
 Red Desert ..... A4 Foir.  
 Red Lanterns ..... For.  
 • Red Line 7000 ..... Par.  
 • Requiem For A Gun Fighter ... EMB  
 • Return From The Ashes ..... UA  
 • Reward, The ..... Fox  
 Ride The Wild Surf ..... AI Col.  
 Ring of Treason ..... A2 Par.  
 Rio Conchos ..... A3 Fox  
 Robin And The 7 Hoods ..... A2 WB  
 Robinson Crusoe On Mars ..... AI Par.  
 Rounders, The ..... A3 MGM  
 Roustabout ..... A2 Par.

S

Sampson vs The Giant King .... For.  
 Sandakan, The Great ..... MGM  
 • Sandpiper, The ..... MGM  
 • Sands of The Kalahari ..... Par.  
 Santa Claus Conquers The  
 Martians ..... AI Emb.  
 Satan Bug, The ..... A2 UA  
 Scarlet Letter, The ..... Misc.  
 Seance On A Wet Afternoon .. A2 For.  
 • Seaside Swingers ..... Emb.  
 Secret Door, The ..... A2 AA  
 Secret Invasion, The ..... A2 UA  
 Secret Of Blood Island ..... U  
 Secret Of Magic Island ..... AI Emb.  
 • Secret Of My Success, The ..... MGM  
 Seduced And Abandoned ..... A3 For.  
 Send Me No Flowers ..... A2 U  
 • Senillta ..... Col.  
 • Sergeant Deadhead ..... AI  
 7 Dwarfs To The Rescue, The ... For.  
 Seven Surprises ..... For.  
 • Seven Women ..... MGM  
 Seventh Dawn, The ..... B UA  
 Sex And The Single Girl ..... B WB  
 She ..... MGM  
 Shenandoah ..... AI U  
 Ship Of Fools ..... A3 Col.  
 Shot In The Dark, A ..... B UA  
 Signpost To Murder ..... A3 MGM  
 Sing And Swing ..... A2 U  
 • Situation Hopeless But  
 Not Serious ..... Par.  
 633 Squadron ..... A2 UA  
 • Ski Party ..... AI  
 Slave Trade In The World Today ..... A3 Cont.  
 So Dear To My Heart—Re ..... AI BV  
 • Son Of A Gunfighter ..... MGM  
 • Sons Of Katie Elder, The ..... Par.  
 Sound Of Music, The ..... Fox  
 • Space Flight IC-1 ..... Fox  
 • Spy Who Came In From The  
 Cold, The ..... Par.  
 Stage To Thunder Rock ..... A2 Par.  
 Station Six Sahara ..... B AA  
 Stop Train 349 ..... A2 AA  
 Strange Bedfellows ..... A3 U  
 Sweet And Sour ..... For.  
 Swingin' Summer, A ..... Misc.  
 Sword of Ali Baba, The ..... AI U  
 Sword Of El Cid, The ..... For.  
 Sylvia ..... B Par.  
 Synanon ..... A3 Col.



## T

Taboos of the World	A4	AI
• Taffy And The Jungle Hunter	A1	AA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	A1	BV
Taxi for Torbuk		For.
Terrace, The	C	For.
Thank Heaven For Small Favors		For.
• That Darn Cat		BV
• That Funny Feeling	A2	U
• These Are The Damned		Col.
• Thing at the Door, The		WB
3 Nuts In Search Of A Bolt		Misc.
Three Penny Opera	A3	Emb.
• Third Day, The		WB
36 Hours	A2	MGM
Those Calloways	A1	BV
• Those Magnificent Men In Their Flying Machines		Fox
• Thousand Clowns, A		UA
• Thunderball		UA
• Tickle Me		AA
• Tiko And The Shark		MGM
• Time Of Indifference		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia		A-I
Topkapi	A3	UA
Train, The	A1	UA
• Treasure Of Silver Lake		Col.
Truth About Spring, The	A1	U
Two On a Guillotine	A3	WB

## U

• Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	AA-Landau
• Under Age	B	AI
Unearthly Stranger	A1	A-I
Unsinkable Molly Brown, The	A2	MGM
• Up From The Beach		Fox

## V

• Very Special Favor, A		U
Vice And Virtue	B	MGM
Visit, The	A4	Fox
Viva Las Vegas	B	MGM
• Viva Maria		UA
• Von Ryan's Express	A1	Fox
Voyage To The End Of The Universe	A1	A-I

## W

Walk A Tightrope	A2	Par.
Walls Of Hell, The	A2	Misc.
• War Lord, The		U
• War Lords Of The Deep		A-I
War of the Zombies		AI
War Party	A1	Fox
• Watch It, Sailor		Col.
• We Joined The Navy		AA
• What's New, Pussycat		UA
Where Love Has Gone	A3	Par.
White Voices	C	For.
Why Bother To Knock?	B	For.
Wild Seed	A3	U
• Winter A-Go-Go		Col.
Witchcraft	A2	Fox
Woman in the Dunes	C	For.
Woman Is A Woman, A		For.
Women Of Straw	A3	UA
• Woman Who Wouldn't Die, The	A3	WB
• Wonderful Life		A-I
World of Abbott & Costello, The		U
World of Suzie Wong, The—RE.		Par.
World Without Sun	A1	Col.
• World's Greatest Swindles		Cont.

## Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For.
• You Must Be Joking		Col.
• Young Girls Of Good Family		Emb.
Youngblood Hawke	A3	WB
Young Cassidy		MGM
Young Dillinger	B	AA
Young Fury		Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your'e Never Too Young—Re.	A2	Par.

## Z

Zebra In The Kitchen		MGM
Zorba, The Greek	A4	Fox
Zulu	A3	Emb.

## COMING

AND NOW MIGUEL—(TC)—Pat Cardl, Michael Ansara  
 ARABESQUE—(TC)—Gregory Peck, Sophia Loren  
 BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale  
 DARK INTRUDER—Leslie Nielsen, Mark Richman  
 GUNPOINT—(TC)—Audie Murphy  
 INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane  
 IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made  
 LOVE AND KISSES—(TC) Rick Nelson, Jack Kelly, Kristin Nelson  
 MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban  
 McHALE'S NAVY JOINS THE AIR FORCE—(TC)—Tim Conway, Joe Flynn  
 MIRAGE—Gregory Peck, Diane Baker  
 MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman  
 RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara  
 THAT FUNNY FEELING—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor  
 VERY SPECIAL FAVOR, A—(TC)—Rock Hudson, Leslie Caron  
 WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 460 BRAINSTORM—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest  
 480 CHEYENNE AUTUMN—AD-158m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry  
 455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining  
 363 DISTANT TRUMPET, A—W-117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies  
 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top  
 457 NONE BUT THE BRAVE—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale  
 459 MY BLOOD RUNS COLD—MD-104m.—(PV)—Troy Donahue, Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters  
 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler  
 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please  
 454 SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs  
 456 TWO ON A GUILLOTINE—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller  
 461 WOMAN WHO WOULDN'T DIE, THE—MD-84m.—Garry Merrill, Jane Merrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made  
 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

## COMING

BATTLE OF THE BULGE—(Cinerama; TC)—Henry Fonda, Robert Shaw  
 BATTLE OF VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara  
 CRACK OF THE WHIP—(C)—Clint Walker  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer  
 MARRIAGE ON THE ROCKS—(TC, PV)—Frank Sinatra, Deborah Kerr, Dean Martin, Ann-Margaret  
 NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens  
 THING AT THE DOOR, THE—Troy Donohue  
 THIRD DAY, THE—(PV)—George Peppard, Elizabeth Ashley

## MISCELLANEOUS

ACROSS THE RIVER—D-85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Cianton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V  
 CURSE OF THE STONE HAND—MD-72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures  
 ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International  
 FACE OF THE SCREAMING WEREWOLF—MD-60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 INHERITANCE, THE—DOC-60-m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer  
 KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire  
 MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts  
 MME. OLGA'S MASSAGE PARLOR—MD-70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.  
 NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.—5243 (12-30-64)—Childish entertainment—Fairway International  
 NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac  
 NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V  
 ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V  
 T-A-M-I SHOW, THE—MUNOV-113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.  
 SWINGIN' SUMMER, A—MU-80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts  
 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made in Philippines—Hemisphere



## DISTRIBUTED DURING THE PAST 12 MONTHS

- ANATOMY OF A MARRIAGE (MY DAYS WITH JEAN MAC)**—96m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art house patrons—French-made; English titles—Janus
- ANATOMY OF A MARRIAGE (MY NIGHTS WITH FRANCOISE)**—97m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art houses—French-made; English titles—Janus
- BAY OF ANGELS**—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intriguing import for art spots—French-made; English titles—Pathe Contemporary
- BANANA PEEL**—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-3-65)—Entertaining import—French-made; English titles—Pathe Contemporary
- BLACK TORMENT, THE**—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor
- BRAIN, THE**—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor
- CARRY ON SPYING**—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapstickling still good comedy—English-made—Governor
- CASABLAN**—D—63m.—Nikos Kourkoulos—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions
- DIARY OF A CHAMBERMAID, THE**—D—97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting Import—French-made; English titles—Int. Classics
- DRAGON SKY**—D-95m.—(EC)—Narle Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert
- FACE OF WAR, THE**—DOC-105m.—Narrated by Bryant Haliday—5243 (12-30-64)—Potent anti-war preachment—Swedish-Japanese made; spoken in English—Janus
- FANNY HILL**—C-104m.—Mirlam Hopkins, Letitia Roman—5279 (4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- GUIDE, THE**—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly Interesting Import set in modern India—Filmed in India—Stratton Int.
- HERCULES IN THE HAUNTED WORLD**—MD-84m.—(T5-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.
- LAST WOMAN OF SHANG, THE**—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers
- LATERNA MAGIKA**—NOV.-119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslovakia—Richard Fleischer
- LES ABYSES**—D-90m.—Francine Berge, Colette Berge—5234 (12-3-64)—Off-beat drama could draw among arty set—French-made English titles—Kanawha
- MALAMONDO**—COMP.-79m.—(EC)—Produced by Goffredo Lombardo—5234 (12-3-64)—Repelling Import—Italian-made—Magna
- MAN WHO COULDN'T WALK, THE**—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus
- MAN WHO WALKED THROUGH THE WALL**—C-99m.—Heinz Kuehmann, Nicole Courcel—5235 (12-3-64)—Cute comedy Import—German-made; English titles; Shown Int.
- MODEL MURDER CASE, THE**—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery Import—English-made—Cinema V
- MONDO PAZZO**—DOC-94m.—(C)—Directed by Jacopetti— and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane"—Filmed in various parts of the world—English narration—Rizzoli Films
- MY BABY IS BLACK**—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegenation romance—French-made; dubbed in English—American Dist.
- MY WIFE'S HUSBAND**—C-85m.—Fernandel, Bourvill, Claire Maurier—5255 (2-17-65)—Amusing Import—French-made; English titles—Lopert
- ONE WAY PENDULUM**—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-3-65)—Fair Import on the wacky side—English-made—Lopert
- ONIBABA**—D—104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting Import for adult art audiences—Japanese-made; English titles—Toho
- OVER THERE—1914-1918**—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary
- NOT ON YOUR LIFE**—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary
- NUTTY, NAUGHTY CHATEAU**—C—102m.—(TC)—Curt Jurgens, Monica Vitti, Jean-Louis Trintignant—5232 (11-18-64)—Weird import shoots for laughs—French-made; English titles—Lopert
- PATTERN FOR PLUNDER**—MD-84m.—Keenan Wynn, Mai Zetterling—5235 (12-3-64)—Well made espionage entry holds interest—English-made—Herts-Llon Int.
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—English-made—Royal Films Int.
- RED DESERT**—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty Import—Italian-made; English titles—Rizzoli
- RED LANTERNS**—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times
- SEANCE ON A WET AFTERNOON**—D-115m.—Kim Stanley, Richard Attenborough—5235 (12-3-64)—Quality art Import—English-made—Artixo
- SEVEN SURPRISES**—COMP-77m.—(Partly color)—Produced by Harvey Chertok—5235 (12-3-64)—Mixture of shorts for art spots—Canadian made—Quartet Int.
- 7 DWARFS TO THE RESCUE, THE**—NOV.—84m.—Rosanna Podesta, Robert Rizzo—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions
- SWEET AND SOUR**—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary
- SWORD OF EL CID, THE**—86m.—(Superclinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC
- TAXI FOR TOBRUK**—D—90m.—(Dyaliscope)—Lino Ventura, Hardy Krauger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts
- TERRACE, THE**—D-90m.—Graciela Borges, Leonardo Favio—5243 (12-30-64)—Bored youngsters at play is mildly entertaining—Filmed in South America; English titles—Royal Films Int.
- THANK HEAVEN FOR SMALL FAVORS**—C—84m.—Bourvill—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics
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- WOMAN IN THE DUNES**—D-123m.—Eiji Okada, Kyoko Kishida—5236 (12-3-64)—Intriguing Import—Japanese-made; English titles—Pathe Contemporary
- WOMAN IS A WOMAN, A**—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird Import for special spots—French-made; English titles—Pathe Contemporary
- YOLANTA**—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

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# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **CURRENT and COMING**

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVICESECTION.)

## **Allied Artists**

	Taffy And The Jungle	Feb.
	(Jacques Bergerac)	
6542	Umbrellas Of Cherbourg (Landau)	Feb.
	(Catherine Deneuve)	
	The Human Duplicators	March
	(George Nader)	
	Mutiny In Outer Space	March
	(William Leslie)	
6543	The Pawnbroker (Landau)	March
	(Rod Steiger)	
6506	Young Dillinger	March
	(Nick Adams, Mary Ann Mobley)	
	White Savage	April
	(Janette Scott, Keiron Moore)	
6505	Blood and Black Lace	April
	(Cameron Mitchell)	
	Finger On The Trigger	April
	(Rory Calhoun)	
	City Of Fear	May
	(Terry Moore)	
	Hot Spy, Cold Corpse	May
	(Kerwin Mathews)	
	We Joined The Navy	May
	(Kenneth More)	
	The Fool Killer (Landau)	May
	(Anthony Perkins)	
	(Elvis Presley)	
6509	Tickle Me	June
	Bikini Paradise	June
	(Janette Scott)	

## **American-International**

6501	The Lost World of Sinbad	Feb.
	(Japanese cast)	
6502	The War Of The Zombies	March
	(John Barrymore, Jr.)	
6505	Swingers Paradise	May
	(Cliff Richard)	
6503	Beach Blanket Bingo	April
	(Frankie Avalon, Annette Funicello)	
6416	Taboos Of The World	April
	(Narration by Vincent Price)	
6506	Go Go Mania	May
	(The Beatles, The Animals)	
6504	War Gods Of The Deep	May
	(Vincent Price, Tab Hunter)	
6508	Ski Party	June
	(Frankie Avalon)	
6509	How To Stuff A Wild Bikini	July
	(Tommy Kirk, Annette Funicello, Mickey Rooney)	

## **Buena Vista**

	Those Calloways	Feb.
	(Brian Keith, Vera Miles, Brandon de Wilde)	

## **Columbia**

65017	Love Has Many Faces	Feb.
	(Lana Turner, Cliff Robertson)	
65011	Code 7, Vivit 5	Feb.
	(Lex Barker)	

65010	The Gorgon	Feb.
	(Peter Cushing)	
65009	The Curse Of The Mummy's Tomb	Feb.
	(Terence Morgan)	
65018	Major Dundee	April
	(Charles Heston, Richard Harris)	
65020	Die, Die, My Darling	May
	(Tallulah Bankhead)	
65021	Synanon	May
	(Edmund O'Brien)	
66002	Ganghis Khan	June
	(Stephen Boyd)	

## **Continental** **(Walter Reade-Sterling, Inc.)**

	The Love Goddesses	March
	(Compilation with Jean Harlow, etc.)	
	Circle Of Love	April
	(Jane Fonda)	

## **Embassy**

	Kimberley Jim	March
	(Jim Reeves)	
	Il Successo	May
	(Vittorio Gassman)	
	The Little Nuns	May
	(Catherine Spaak)	
	Seaside Swingers	June
	(John Leyton)	
	Requiem For A Gunfighter	June
	(Rod Cameron, Stephen McNally)	
	Dingaka	July
	(Stanley Baker, Juliet Prowse)	
	The Bounty Killer	July
	(Dan Duryea, Rod Cameron)	

## **MGM**

6513	36 Hours	Feb.
	(James Garner, Eva Marie Saint)	
6510	Signpost To Murder	Feb.
	(Joanne Woodward, Stuart Whitman)	
6516	The Rounders	March
	(Glenn Ford, Henry Fonda)	
6517	Young Cassidy	March
	(Rod Taylor)	
6518	Girl Happy	April
	(Elvis Presley)	
6519	Clarence, The Cross-eyed Lion	April
	(Marshall Thompson)	
6523	Hysteria	April
	(Robert Webber, Leila Goldoni)	
6521	Hercules, Samson and Ulysses	May
	(Kirk Morris, Richard Lloyd)	
6520	Sandokan, The Great	May
	(Steve Reeves)	
6522	Gunfighters Of Casa Grande	May
	(Alex Nicol)	
6524	Joy In The Morning	June
	(Richard Chamberlain, Yvette Mimieux)	
6525	Zebra In The Kitchen	June
	(Jay North)	
6526	She	June
	(Ursula Andress, Peter Cushing)	
6528	The Sandpiper	July
	(Elizabeth Taylor, Richard Burton)	
6527	The Yellow Rolls-Royce	July
	(Ingrid Bergman, Rex Harrison, Shirley MacLaine, Omar Sharif)	
6529	Operation Crossbow	July
	(George Peppard, Sophia Loren)	

## **Paramount**

6409	Sylvia	Feb.
	(Carroll Baker)	
6410	Crack In The World	Feb.
	(Dana Andrews)	
6411	Young Fury	March
	(Rory Calhoun, Virginia Mayo)	
R6413	World of Suzie Wong (Reissue)	March
6417	Circus World	April
	(John Wayne, Claudia Cardinale)	
6415	Dr. Terror's House Of Horrors	April
	(Peter Cushing)	
	Girls On The Beach	May
	(Beach Boys, Lesley Gore)	
	The Amorous Adventures Of Moll Flanders	May
	(Kim Novak, Richard Johnson)	
	In Harm's Way	June
	(John Wayne, Kirk Douglas)	
	The Family Jewels	June
	(Jerry Lewis)	
	Harlow	June
	(Carroll Baker, Peter Lawford)	

## **20th Century-Fox**

503	Dear Bridgett	Feb.
	(James Stewart, Billy Mumy)	
504	Hush, Hush, Sweet Charlotte	March
	(Joan Crawford, Bette Davis, Joseph Cotten)	
	War Party	April
	(Michael Mikler, Davey Davison)	
	Curse Of The Fly	April
	(Brian Donlevy)	
	Devils Of Darkness	April
	(William Sylvester)	
	High Wind In Jamaica	May
	(Anthony Quinn)	
	Rapture	June
	(Melvyn Douglas)	
	Up From The Beach	June
	(Cliff Robertson)	
	Von Ryan's Express	July
	(Frank Sinatra, Trevor Howard)	

## **United Artists**

6502	Ferry Across The Mersey	Feb.
	(Gerry and the Pacemakers)	
	How To Murder Your Wife	Feb.
	(Jack Lemmon, Virna Lisi)	
	Rage To Live	March
	(Suzanne Pleshette, Ben Gazzara)	
6505	The Satan Bug	March
	(George Maharis, Anne Francis)	
6507	The Train	April
	(Burt Lancaster)	
6506	Mister Moses	May
	(Robert Mitchum, Carroll Baker)	
6509	I'll Take Sweden	June
	(Bob Hope, Tuesday Weld)	
	What's New Pussycat?	June
	(Peter O'Toole, Peter Sellers)	

## **Universal**

6503	The Night Walker	Feb.
	(Robert Taylor, Barbara Stanwyck)	
6504	Taggart	Feb.
	(Tony Young)	
6505	Strange Beofellows	March
	(Rock Hudson, Gina Lollobrigida)	
6506	Man In The Dark	March
	(William Sylvester)	
6507	Bus Riley's Back In Town	April
	(Ann-Margret, Michael Parks)	
6508	The Truth About Spring	April
	(Hayley Mills, James MacArthur)	
6509	The Sword Of Ali Baba	May
	(Peter Mann, Jocelyn Lane)	
6510	The World Of Abbott and Costello	May
	(Compilation: Abbott and Costello)	
6513	Fluffy	June
	(Tony Randall, Shirley Jones)	
6511	Imitation Of Life (Reissue)	June
	(Lana Turner, John Gavin)	
6512	Flower Drum Song (Reissue)	June
	(Nancy Kwan)	
6514	Mirage	June
	(Gregory Peck)	
6515	Secret Of Blood Island	June
	(Barbara Shelley)	
6516	The Naked Brigade	June
	(Shirley Eaton, Ken Scott)	
6517	The Art Of Love	July
	(James Garner, Elke Sommer, Dick Van Dyke)	
6518	McHale's Navy Joins The Air Force	July
	(Joe Flynn, Tim Conway)	
6519	Wild Seed	July
	(Michael Parks, Celia Kaye)	

## **Warners**

456	Two On a Guillotine	Feb.
	(Connie Stevens, Cesar Romero)	
457	None But The Brave	Feb.
	(Frank Sinatra, Clint Walker)	
459	My Blood Runs Cold	March
	(Troy Donahue, Joey Heatherton)	
458	The Battle At The Villa Fiorita	April
	(Rossano Brazzi, Maureen O'Hara)	
455	Dear Heart	May
	(Glenn Ford, Geraldine Page)	
460	Brainstorm	May
	(Jeff Hunter, Viveca Lindfors)	
461	The Woman Who Wouldn't Die	May
	(Gary Merrill)	
	The Third Day	July
	(George Peppard, Elizabeth Ashley)	



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**MOTION PICTURE**

# EXHIBITOR

**MAY 26, 1965**

Volume 73

Number 18

IN THREE SECTIONS • THIS IS SECTION ONE



## **President Urges End To Ticket Tax**

(See Page 8)

## **Court Nixes Cal. Ban On Pay-TV**

(See Page 11)

Jack Warner, president, Warner Brothers, opens the colorful "Great Race" Studio Tour and Exhibit. Warner's lively autobiography, "My First Hundred Years In Hollywood," is in the book stores now, with all proceeds earmarked for industry charities.

**BIDDING NEEDS AN OVERHAUL . . .** See editorial--page 4



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VOLUME 73 • No. 18

MAY 26, 1965

OUR 47th YEAR

### BIDDING NEEDS AN OVERHAUL

A MAN WHO SELLS HIGH to starving customers must soon go hungry himself. If that isn't an old saying, it ought to be. The motion picture industry is rather famous for hare-brained sales schemes, but the latest tops them all.

The "geniuses" responsible for blind bidding and hiding the results of bidding from unsuccessful bidders are now asking their customers to bid for top films in any one of three ways: on an exclusive run basis, day and date with another indoor theatre, or day and date with a drive-in.

Like most abusive sales policies, it starts out as a "trial" by a single distributor. Consider the plight of the well-operated long established first-run indoor house. He is asked now to bid for a day and date engagement with a drive-in. No one can object to a drive-in as such. They have made an important and vital contribution to the resurgence of the industry. It is an established fact, however, that most of them operate on a double feature policy (regardless of the quality of the films). This began when drive-ins played last run films, but now it can easily represent unfair competition to other theatres.

According to law, admission prices can not be dictated. Drive-ins customarily admit children free. Now with these facts in mind, we ask how a recognized first-run theatre playing a single feature policy can compete for public attention. If there is to be a future for this industry, the public must continue to look on a top film as something of value. Seeing it playing first-run at a drive-in as part of a double feature can only lessen that value in the eyes of the public.

Generally, drive-in operation is seasonal while a downtown first-run is an all-year effort. The drive-in comes to life when the sun goes down while the first-run is an all-day effort. What distributor would want to operate a fine first-run house in the center of town under similar conditions.

Some may praise the sentiments expressed here and some may damn them. We don't really care. As we see it, our job is to report facts and expose unfairness, not to try to win a popularity contest.

Speaking of popularity contests, those gentlemen in charge of competitive bidding aren't likely to win any either—par-

ticularly among the losing bidders. It's bad enough to lose out on a top picture—but not to know whether you lost fairly makes it a doubly frustrating experience.

We recently concluded a bit of detective work, and the results may interest some readers. Now we know just a little about the way bidding is conducted in other industries, and we know that unsuccessful bidders are usually satisfied that they were beaten by a better bid.

That isn't the case in the motion picture industry, and the result is suspicion and distrust. We conducted a company by company survey, and here is what we found out. First the good news:

Every United Artists contract states, "A bona fide bidder is permitted to know the result within seven days," Hurrah for UA—still throwing naturals. Buena Vista also makes bidding information available to bidders, who are invited to sit in while Jim O'Gara opens the bids. If the exhibitor can't get to New York, Buena Vista will send him the information concerning the winning bid. Here are two companies that seem to be trying to administer bidding as fairly as possible, but they are the two exceptions.

The mystery is why don't the other companies follow suit. In each case, the distributor said that bidding information is not made available. We aren't accusing anyone of administering bidding in a crooked manner, but the losing exhibitor who can't find out the terms of a winning bid can be excused if he loses his temper.

There is no reason for this secrecy, and we have so informed the proper regulatory departments of the government. As you might guess, their answer hasn't reached us yet. Oh well, it's only been three years.

When only two companies make bidding information available, it is time the entire industry took a long, hard look at the machinery of competitive bidding. It is badly in need of a major overhaul.

These columns are wide open to anyone who feels he can explain the reasons behind a condition that strikes us as unfair and unbusinesslike.

### IT'S THE EXHIBITORS' FIGHT, TOO

MANY EXHIBITORS REMEMBER well the death of RKO Pictures following its seizure by an outsider to the motion picture industry who saw a chance at a quick profit. More will remember the bitter Loew's proxy fight in which dissidents made no bones of their desire to liquidate the company's considerable assets, sell off old films to tv and shut up shop. Practically the same situation occurred with the 20th-Fox proxy fight a few years ago.

The companies that did not go under were aided considerably by the efforts of theatre owners, who put up their own money and solicited proxies for management. Now, theatre

owners can help again in the threatened proxy fight against the Paramount management. None of the dissidents are experienced motion picture men. They have not announced their intentions, but it bodes nothing good for theatremen. Exhibitors want and need experienced men dedicated to motion pictures at the helm of Paramount and all other companies. It would be a terrible thing for the industry if Paramount's years of service were to be forgotten in the hunger for a quick profit.

Exhibitors owe it to Paramount and to themselves to participate in the battle.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A son, Donald Michael, was born to Mr. and Mrs. Donald Noyes at Flushing Hospital, Queens, N. Y. Father is a publicist in the United Artists foreign publicity department.

### Obituaries

Elias Bloomgarden, owner and former treasurer, Interboro Circuit, Inc., New York City, died at his home. He is survived by his widow, a daughter, a son, a brother, and a sister.

Mrs. Winnefreide McDowall, 65, mother of film star Roddy McDowall, died at Motion Picture Country Hospital, Hollywood. Survivors also include her husband, a captain in the merchant marine, and a daughter, who is in Richard Brooks' office at Columbia studio.

Donald G. Smith, 46, assistant to the vice-president in charge of sales at Technicolor Corporation, died of a heart attack in Beverly Hills, Cal. He had been with Technicolor since 1938. He is survived by his widow, a daughter, and two grandchildren.

### Panel Discusses Censorship

NEW YORK—Miss Barbara Scott, Associate Counsel for the Motion Picture Association of America told a convention of Catholic editors meeting here that "censor boards have been stripped of their last remaining power."

"Only a court can make the final determination that a motion picture cannot be exhibited," Miss Scott said.

Miss Scott was one of three speakers on a panel which discussed "Freedom and the Creative Arts." Robert S. Ferguson, vice-president in charge of advertising, publicity and exploitation for Columbia Pictures Corporation, was the panel moderator. Other speakers were Dan Herr, editor of The Critic, and author and playwright Robert Crean.

The MPAA attorney said it is "important for the creators of motion pictures to recognize the responsibility which must be concurrent with the new freedoms. Producers and distributors must recognize the bounds of good taste in the motion picture which they produce and distribute."

Herr observed that "too often, censors are knuckleheads." He held that the principle of censorship can be justified in the case of hard-core pornography.

"At the same time," the Catholic editor added, "we must respect the integrity of the artist as an artist to serve truth as he sees it and as it is refracted in himself."

Crean said that as a writer for television he had experienced the "stupidity" of "self-imposed" censorship.

In response to a question concerning motion picture advertising, Ferguson told his audience that the advertising and publicity of the eight major motion picture producing companies in the U. S. are submitted to MPAA for approval.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., MAY 24

## Para. Proxy Fight Brings Delay In Annual Meeting

NEW YORK—Judge Birdie Amsterdam, Supreme Court of New York County, ordered Paramount Pictures Corporation management to postpone its scheduled June 1 annual shareholders meeting and to set a new date.

The Judge ordered the delay to give an insurgent group time to inspect Paramount's list of holders.

The delay was requested by Herbert J. Siegel, chairman, Baldwin-Montrose Chemical Company, who notified the Securities and Exchange Commission that he plans a proxy fight for control of Paramount.

Baldwin-Montrose, Feuer and Martin Productions, Inc., and FMI, Ltd., have made a public offer of \$8 million for 125,000 Paramount shares at \$64 a share. The group specified that the shares offered to them must be accompanied by irrevocable proxies entitling the buyers to vote the shares at Paramount's annual and special meetings. At the time of the offer, Paramount stock was selling below \$64, but later it closed at \$66.

The offer expires May 28. The 125,000 shares are about eight per cent of the 1,544,008 shares outstanding as of April 22, the record date specified by Paramount for the meetings.

Another group headed by Albert Zugsmith, independent motion picture producer, has entered the battle. Zugsmith said he will meet with Edwin L. Weisl, chairman of the executive committee, and George Weltner, president, and that he had been asked to head a stockholders protective committee in view of developments and the impending battle for control of the corporation. "We will not at this time solicit proxies for any group seeking control, but will act as a fact-finding committee for the benefit of all the stockholders."

Baldwin-Montrose disclosed that it will take steps to divest itself of the 70 per cent interest in the General Artists Corporation in order to eliminate the "conflict of interest" charge of George Weltner, president of Paramount.



MPE London editor Jock MacGregor (L) with Mr. and Mrs. Otto Preminger at festive London premiere of Preminger's Paramount release, "In Harm's Way."



## BROADWAY GROSSES

### "Rolls" Still Out Front

NEW YORK—There was little change in the Broadway first run situations last week. MGM's "The Yellow Rolls Royce" at the Music Hall continued to lead the parade, with the reserved seat situations continuing at a good pace.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE YELLOW ROLLS ROYCE" (MGM). Radio City Music Hall, with usual stage show, did \$119,500 from Thursday through Sunday, with the second week sure to top \$195,000.

"IN HARM'S WAY" (Paramount). Demille claimed \$12,000 for the seventh and final week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama announced \$25,386 for the 14th reserved seat week.

"PEYTON PLACE" (20th-Fox) and "RETURN TO PEYTON PLACE" (20th-Fox). Loew's Capitol reported \$100,000 for the opening week of these two reissues.

"LORD JIM" (Columbia). Loew's State, with reserved seat policy, did \$15,000 on the 13th week.

"THE TRAIN" (UA). Astor reported \$16,000 for the 10th week.

"MISTER MOSES" (UA). Victoria had \$12,000 for the second week.

"MY FAIR LADY" (Warners). Criterion, with reserved seat policy, claimed \$58,700 for the 31st week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli stated it did \$44,000 on the 12th week.

"TABOOS OF THE WORLD" (AIP) and "GO GO MANIA" (AIP). RKO Palace did \$14,000 on the opening week.

### Wirthwein Leaves AA

NEW YORK—Harold Wirthwein, western division manager for Allied Artists Pictures, has resigned his post effective June 1. Wirthwein stated his reason for leaving was so that he could devote full time to his private business interests.

Ed Cruea, San Francisco branch manager for Allied Artists Pictures Corp., has been promoted to the post of western division manager, to headquarter in Los Angeles.

Cruea joined Allied Artists in 1938 as booker in the Los Angeles office; he has served successively as branch manager in Portland, Seattle, and more recently San Francisco.

### Ted Lazarus To Ad Agency

NEW YORK—Ted R. Lazarus has been named vice-president in charge of the motion picture division of the Frank B. Sawdon Agency, it was announced by Walter H. Lurie, senior vice-president.

Lazarus, who has been advertising manager of Paramount Pictures, will spearhead the enlargement of a department which already numbers several major motion picture accounts among his clients.



# COMPO Hails Tax Repeal Move

## President Urges End To Ticket Levy As Industry 12-Year Fight Nears Successful Climax

NEW YORK—"The COMPO Tax Repeal Campaign Committee is naturally delighted with President Johnson's recommendation to Congress that the 10 per cent federal tax on motion picture theatre admissions be repealed in its entirety next Jan. 1," said Charles E. McCarthy, COMPO executive vice-president, after receiving the details of the President's message.

"While repeal of our tax is contained in a blanket recommendation affecting many excise taxes, it nevertheless represents a triumph for the industry, both exhibition and distribution, and especially for the COMPO Tax Repeal Campaign Committee, which, in its latest campaign has been working for repeal of this tax for the last two and one-half years.

"This committee represents a classic COMPO activity in that all elements of our industry are represented in its membership. It is composed of the following: co-chairmen—C. Elmer Nolte, Jr., Baltimore, representing National Allied, and LaMar Sarra, representing Theatre Owners of America; Edward Cooper, Washington, representing the MPA; Martin Newman, representing MMPTA; William Namenson, ITOA; Richard F. Walsh, representing IATSE; and myself, representing COMPO.

"These men have worked untiringly for more than two years to enlist the support of exhibitors in all sections of the country. The response of exhibitors has been inspiring, even though many of them were not subject to the tax since their admission prices were below a dollar.

"We have complete confidence that the President's recommendation for repeal will stay in the bill as it emerges from the House Ways and Means Committee. We are very grateful to many members of that committee who have indicated their strong support for our cause, and we are completely satisfied with the President's recommendation that our tax be repealed next Jan. 1.

"Ed Cooper of the MPAA Washington office has been of immense help to the committee in keeping us informed and in helping to guide its activities. I am sure that the other members of the committee join with me in making a special expression of appreciation of his work."

McCarthy said that the President's recommendation was the culmination of 12 years of effort on the part of COMPO to obtain a repeal of the Federal admissions tax.

The first campaign, he recalled, was launched in the summer of 1952 and resulted in passage in the following summer of the Mason Bill completely repealing the tax on motion picture theatres. The bill was vetoed by President Eisenhower. The tax at that time was 20 percent from the first penny, and in various forms and degrees had been on the statute books since 1917, when it was enacted as a revenue measure in World War I.

Undismayed by the veto, COMPO returned to the attack when Congress reconvened in 1954. This time, the tax was reduced to 10 percent, applicable to admissions over 50

## Baltimore Exhib Freedman Still Battling Censors

BALTIMORE, MD.—Ronald L. Freedman, owner, Rex, was arrested on a warrant obtained by the censor board charging violation of the censor laws for the past two weeks. He was released on his own recognizance until a later hearing.

Freedman claims he has been harrassed and intimidated because of his recent suit in Federal Court against the Maryland board of censors.

## Wilder-Mirisch Pact Set

HOLLYWOOD—Billy Wilder's Phalanx Productions has signed a new contract extending an exclusive association with The Mirisch Corporation for three additional motion pictures. Two films remain to be made under the previously existing contract, thereby bringing to a total of five the Mirisch-Phalanx pictures to be produced.

The next film by Wilder under the Mirisch banner for United Artists release is as yet untitled, but is scheduled for production this fall. Wilder and associate producer-collaborator I. A. L. Diamond are currently writing the original screenplay.

The new deal continues an exclusive association between director-producer-writer Wilder and the Mirisch organization which began seven years ago with the inception of the independent Mirisch Company. During that time, Wilder has produced five motion pictures: "Some Like It Hot," "The Apartment," "One, Two, Three," "Irma La Douce," and "Kiss Me, Stupid."

cents. In 1956, another campaign was launched, and this time the exemption was raised to 90 cents, with the tax applicable to the first penny of admissions over 90 cents. In 1958, COMPO tried once more for repeal, but had to settle for 10 percent over \$1, with the exemption including the first dollar. The campaign just completed was started over two years ago.

"The members of the Motion Picture Association of America are most gratified by the recent action of President Johnson in connection with the proposed elimination of the excise tax on raw stock for both production and distribution prints. It is estimated that the elimination of this tax will result in a savings of upwards of 10 million dollars annually to the industry," stated Ralph Hetzel, acting president of the MPAA, on departing for Europe on a brief business trip.

Hetzel added: "The U. S. motion picture industry also is pleased with the recent action in connection with taxes on admissions. It has been reported that the final complete elimination of the admissions tax on theatre tickets as of Jan. 1, 1966, will amount to some 10 to 12 million dollars."

## Stashower Leaves UA

HOLLYWOOD—Arthur L. Stashower has resigned as executive assistant to United Artists vice-president Robert F. Blumofe, and has been named head of business affairs of Artists Agency Corp.

## Variety Chief Carreras "Happy" With Convention

SAN FRANCISCO, Cal.—At the conclusion of the 38th annual convention of Variety Clubs International, international chief barker James Carreras expressed himself as "happy beyond my wildest dreams" with the results achieved.

"Our Sunshine Coaches program has been 100 per cent successful," he said, "and we're gaining world-wide strength for the work we're doing."

Carreras has asked Nathan Golden, chairman of Variety's vocational rehabilitation committee, to assist the various Tents in making application for funds to the U.S. Department of Health, Education, and Welfare. Golden is a member of Tent 11, Washington, D.C., and has been chairman of the heart committee for 12 years.

Dr. Hulda E. Thelander, San Francisco pediatrician, teacher, researcher, administrator and medical pioneer, was presented with Variety Clubs International's Humanitarian Award by Burt Lancaster and Carreras.

New York Tent 35 was awarded honors for its membership drive, and best publicity activities award went to Sanford Leavitt, Tent Six, Cleveland.

Continued support of the Will Rogers Memorial Hospital, Saranac, N.Y., was affirmed.

Delegates reelected Carreras as international chief barker; Ralph Pries, first assistant international chief barker; Jack Fitzgibbons, Jr., second assistant international chief barker; Nat Nathanson, international property master; and Joseph Podoloff as international dough guy, as well as other incumbents.

The 1966 convention will be held in London on April 19-22.

At the climactic banquet, the Variety Club of Mexico was named winner of the 1964 Heart Award. The Variety Club of Ireland was runner-up, and third place was won by the Variety Club of Detroit.

## San Francisco Sidelights

News concerning the recent 38th Variety Clubs International convention has been thorough and factual. However, it has not conveyed the spirit, the setting, the myriads of thoughtful details which made it the heart-warming delight it was.

The stupendous planning and work which went into it brought the complicated procedures off on schedule, and without a hitch. The Fairmont Hotel did a magnificent job in serving 1,000 people at a time with food of the highest quality, each dish seemingly made to order, delicious, and so in contrast with mass-produced foods familiar to most conventions.

There were constant changes in tasteful decorations, beautifully printed programs and menus. The outstanding of the latter was the one prepared for the final banquet by the London Tent, printed in England.

There were many thoughtful and unusual awards, personal mentions, humorous quirks dreamed up by the organizers of the convention.

(Continued on Page 16)



## Industry Leaders Grace Dais For UJA Luncheon

NEW YORK—Leaders in every phase of the motion picture industry have agreed to grace the dais at the industry's upcoming luncheon in behalf of the United Jewish Appeal to be held tomorrow (May 27) at the Americana Hotel. Harry Mandel, president of RKO Theatres, and chairman of the UJA motion picture and amusement division, made the announcement.

The luncheon, which highlights the group's annual campaign for UJA, will honor George Weltner, president of Paramount Pictures Corporation, for his humanitarian efforts.

Among those who will sit on the dais at the luncheon are Barney Balaban, Paramount; Charles Boasberg, Paramount; Richard P. Brandt, Trans-Lux Theatres; William Brandt, Brandt Theatres; Walter Brecher, L. Brecher Theatre Enterprises; Martin Davis, Paramount; Abraham M. Fabian, Fabian Theatres; Edward L. Fabian, Fabian Theatres; Simon H. Fabian, Fabian Theatres; Robert S. Ferguson, Columbia; Leopold Friedman, 745 Fifth Avenue; Emanuel Frisch, Rinzler and Frisch; Leon Goldberg, United Artists; Leonard H. Goldenson, American Broadcasting-Paramount Theatres; Irving H. Greenfield, Metro-Goldwyn-Mayer; Arthur Israel, Jr., Paramount; Leo Jaffe, Columbia; Saul Jeffee, Movielab, Inc.; Malcolm Kingsberg; Morris E. Lefko, MGM; Joseph E. Levine, Embassy Pictures; Leonard Lightstone, Embassy Pictures; Irving Ludwig, Buena Vista; Mandel; Martin H. Newman, Century Management Corp.; Arnold M. Picker, United Artists; David V. Picker, United Artists; Paul A. Rabinow, Paramount; James H. Richardson, Paramount; Samuel Rinzler, Rinzler and Frisch; Burton E. Robbins, National Screen Service Corp.; Arthur M. Rosen, Stanley Warner; E. David Rosen, Fabian Theatres; Rabbi Moshay P. Mann, Actors Temple; Leslie R. Schwartz, Century Management Corp.; Spyros P. Skouras, 20th Century-Fox; and Solomon M. Strausberg, Interboro Circuit, Incorporated.

## AB-PT Sees Another Record Year, As TV, Theatre Interests Improve

NEW YORK — American Broadcasting-Paramount Theatres, Inc., expects another record year in 1965 to follow the record earnings registered in 1964, Leonard H. Goldenson, AB-PT president, reported at the annual stockholders meeting.

Speaking in the main Manhattan studios of ABC-TV, Goldenson noted that operating earnings in 1954 increased 49 percent over 1963, and that operating earnings for the first quarter of 1965 were the highest for any three months period in the company's history—a 46 percent increase over the same 1964 period.

"We fully expect that 1965 will be another record year," Goldenson said. "It will also be a significant year for color television, which will provide further stimulation and excitement in broadcasting with the more rapid development of color programming and increasing advertiser interest. It will also be a year for the practical beginnings of international television communications through satellite transmission, which will, as times goes on, bring a new dimension to television and enlarge our opportunities for future growth."

In sports, that "practical beginning" will be ABC-TV televising three great sports events "live" to the U. S. from Europe via Early Bird. In June the Le Mans Grand Prix Auto Race from France and the Irish Sweepstakes will be shown, and the U. S.-Russian track meet from the Soviet Union is tentatively set for the end of July, subject to Soviet approval.

Goldenson pointed out that communications satellites also open up new opportunities for domestic broadcasting. ABC last week filed a letter with the Federal Communications Commission informing the Commission of the company's intention to apply for allocation of frequencies for a domestic

television satellite as soon as technical plans are completed.

"Such a satellite would, we are convinced, greatly enlarge our network service, particularly for news coverage on a round-the-clock 24 hour day basis," Goldenson said. "It would also greatly broaden the 'live' coverage for our affiliated stations and provide many additional services to them that are not presently possible."

ABC has promised to give the National Educational Television Network a broadcasting channel of the satellite at no cost, provided the vehicle has multiple channels and the approval of the appropriate Federal Government agencies is obtained for the launching and operation of the project.

"We believe, on the basis of our intensive surveys, that satellite transmission in the United States is not only practical in the future, but will result in a broader and more economic method of program transmission for our company," Goldenson said.

"The ABC Television Network is enjoying the best season in its history in terms of audience acceptance," Goldenson said. "The results of the network's efforts over the past two years in building its schedule to a fully competitive position in nighttime programming were realized in the 1964-65 season. For the current television season, October through April, the three networks virtually tied in audience during the prime evening viewing hours."

"The confidence stimulated among advertisers by our 1965-66 nighttime schedule has been reflected in sales," Goldenson reported. "Our sales are at the highest level they have ever been at this time of the year—well ahead and on a much firmer price basis than last year—and to the best of our knowledge, as fully sold out as our competitors."

In daytime television, substantial progress has been made, Goldenson said, and "the 1965-66 season should be our most successful one."

Concerning the proposed rule by the Federal Communications Commission which would regulate the interests of the networks in television programming at night, Goldenson said:

"We are convinced that the Commission's rule is totally unrealistic and will not accomplish its stated objective. We and our affiliated stations, as well as the other networks, intend to oppose this proposed rule with all the vigor possible. We hope to be successful in convincing the Commission that the proposed rule is unwise and impractical."

1964 saw the standing of ABC News further enhanced "as a professional and progressive force in television and radio reporting," Goldenson said, "by complete and thorough coverage of the national political events."

"In radio," Goldenson said, "the ABC Radio Network's vitality has attracted a great deal of favorable attention on the part of listeners and advertisers alike and its sales have continued to increase. The strength and reputation of the network in news, public affairs, entertainment and sports programming, has also attracted quality stations. In the first four months of this year, 14 such stations became affiliated with the network."

"The improvement in our theatre business, which began in mid-1963, continued through

(Continued on Page 16)



Cincinnati Theatres recently broke ground for its new de luxe \$750,000 theatre in the Princeton Plaza Shopping Center in suburban Springdale. At the ceremonies were Raymond Norrish, mayor of Springdale; Meyer Fine, president, Associated Theatres, Cleveland; Peter Palazzolo, vice-president, Cincinnati Theatres; Charles Gilhart, owner, Princeton Plaza Shopping Center; and Jack Haynes, General Manager, Cincinnati Theatres.



# **THE NEWS IS OUT A** **"I SAW WHAT YOU DID"** **IN TEST DATES IN MI**

**"'I SAW WHAT YOU DID' OPENED TO SENSATIONAL BUSINESS AT THE STATE IN MINNEAPOLIS AND THE PARAMOUNT IN ST. PAUL. THREE DAY TOTALS OF \$10,521 AT STATE AND \$6,186 AT THE PARAMOUNT ARE BIGGER THAN MOST OUTSTANDING FIRST WEEKS. AUDIENCE REACTION IS JUST GREAT. WE ARE PLANNING FOR EXTENDED HOLDOVERS IN BOTH THEATRES. SUMMER BUSINESS HAS COME EARLY TO THE STATE AND THE PARAMOUNT. CONGRATULATIONS TO UNIVERSAL AND BILL CASTLE FOR DELIVERING A BOX OFFICE SMASH."**

**CHARLES WINCHELL, PRESIDENT  
MINNESOTA AMUSEMENT CORP.**

*"Castle has the master's touch."—Film Daily*



# THE BUSINESS IS IN! ITS ALL-TIME RECORDS EAPOLIS AND ST. PAUL!

WILLIAM CASTLE  
WARNS YOU:  
THIS IS A  
PICTURE ABOUT  
**UXORICIDE**



**"I SAW  
WHAT YOU  
DID"**  
AND I KNOW WHO YOU ARE!

AN CRAWFORD JOHN IRELAND · LEIF ERICKSON · ANDI GARRETT · SARAH LANE  
screenplay by WILLIAM MCGIVERN from a novel by URSULA CURTISS  
produced & directed by WILLIAM CASTLE A UNIVERSAL PICTURE

SCHEDULED  
FOR JULY  
RELEASE  
**SET YOUR  
DATE NOW**  
AND  
GUARANTEE  
YOURSELF

*a Pre-Sold  
and Pre-Tested*

BOX OFFICE  
SMASH!

*"The best he has ever done."—Hollywood Reporter*





# Fox Earnings Continue Sharp Rise As All Operations Report Gains

NEW YORK—The annual meeting of the 20th Century-Fox stockholders at the Hotel Americana registered strong support for the job being done by management.

President Darryl F. Zanuck, executive vice-president Seymour Poe, and production head Richard D. Zanuck were extremely optimistic as they made their reports.

Darryl Zanuck announced that first quarter earnings in 1965 totalled \$2,899,000, equal to \$2.05 per share. This contrasts with adjusted earnings for the first quarter of the previous year of \$909,000 or 33 cents per share, based on the shares now outstanding.

"The company that was being counted out a few years ago is now very much alive," said Zanuck.

Poe said that "Cleopatra" as of May 8 had realized \$34,745,000 in film rentals, an increase of \$3,245,000 over the figures published in the annual report, because of a four-month time difference. He said the ultimate cost of the picture, including advertising, promotion, and other expenses, is set at \$42,250,000. Estimated eventual rentals for the film, he said, are \$47,000,000—a profit of \$4,750,000.

Poe also told the 50th annual meeting that in addition to the road-show pictures, "Nineteen major productions which have been delivered to us are doing very well, in spite of some casualties."

Profits from laboratory facilities for the first quarter were \$585,000, and Movieton News, a company subsidiary, which had been "at a break-even point," has joined in providing services with the Manhattan Film Center and is expected to show a future profit, he said.

Other company operations around the world, including theatre interests in South Africa, are showing a profit, Poe said.

Richard Zanuck, who is president of 20th-Fox Television in addition to being vice-president in charge of production, said the company is the most active and productive motion picture studio today. He said tv product from Fox is on the air every night, with seven and one half hours scheduled per week by the networks.

Other financial reports were given and stockholders reelected all directors of the company; approved an amendment to the certificate of incorporation fixing the maximum number of shares at five million, to be designated common stock, valued at \$1 each; approved auditors for the coming year; and disapproved resolutions to cut charity contributions and to send a summary of discussions to stockholders.

The board of directors at a meeting immediately following the general meeting reelected all officers of the company and approved a quarterly dividend of 15 cents per share, plus a semi-annual two per cent stock dividend on all common stock, payable to stockholders July 30 of record July 6.

## Robinson To W.B. TV

NEW YORK—Peter Robinson has resigned as director of program development for CBS to join Warner Bros., it was announced by William T. Orr, vice-president of Warner Bros. in charge of TV production.

Robinson will join Hugh Benson, Richard Bluel and James Barnett on the Warner television executive staff, Orr said. Robinson's primary function will be in program development.

## TOA Asks NSS To Wait Before Applying Rate Hike

SAN FRANCISCO — The executive committee of Theatre Owners of America has asked Burton Robbins, president of National Screen Service, to suspend application of National Screens' increased price schedule for accessories until TOA members had a chance to express their views.

In a telegram to Robbins following a meeting of the executive committee here, Sumner Redstone, TOA president, urged Robbins to hold an early meeting for the purpose of discussing the increases. Redstone told Robbins that the TOA executive committee, without dissent, had expressed vigorous objection and great concern with National Screen's "sudden and unilateral establishment of an unrealistic price schedule for standard accessories."

## Wm. German Award To Clark

NEW YORK—Samuel H. Clark, vice-president in charge of theatre operations for American Broadcasting-Paramount Theatres, Inc., has been named recipient of the William J. German Human Relations Award by the motion picture and entertainment division of the American Jewish Committee's Appeal for Human Relations. Announcement of his selection was made by Arnold M. Picker, executive vice-president of United Artists Corporation and chairman of the division.

The Award will be presented at a luncheon on June 16 at the Americana Hotel. This year, the Appeal for Human Relations has a goal of \$4,700,000.

The William J. German Award was established last year to honor the late film industry personality who was a leader of the committee and many other philanthropic and humanitarian endeavors. It is given "to the person in the motion picture and entertainment industry who best exemplifies that dedication to good human relations that characterized the life of William J. German."

## U.S. Accepts Invitation To Berlin Film Festival

WASHINGTON—The United States has accepted the invitation of the Federal Republic of Germany to participate in the Fifteenth International Film Festival to be held in Berlin from June 25 to July 6.

The selection of the official feature entry will be made according to the formula announced earlier by the film industry Film Festival Coordinating Committee, which is made up of Arnold Picker, executive vice-president, United Artists; Fred Zinnemann, producer-director; Ralph Hetzel, acting president, Motion Picture Association of America, Inc.; and George Stevens, Jr., director, Motion Picture Service, USIA.

A special committee will be named to make the official selection. It will be drawn from both the creative and business sides of the film industry and will include, if possible, a former United States delegate to the Berlin event. Its duties will involve the selection of the official American feature entry and, if requested, recommendation of additional films for consideration by the festival organizers. It will be convened by Amos Vogel, director of the New York Film Festival at the request of the coordinating committee.

The Berlin Festival regulation require that feature films have been completed since May 15, 1964; have not been released outside their country of origin; and be submitted to the Festival in their original language version, with German subtitles.

## New Ad Agency For MGM

NEW YORK—Increased emphasis on creativity in all phases of MGM advertising—to match the quality and importance of the diversified group of pictures scheduled for release or production—was demonstrated at the first meeting between MGM executives and the new creative advertising team formed by William H. Schneider, Inc. Robert H. O'Brien, president of MGM, announced that the Schneider agency had officially assumed the MGM account.

## Friedlander Joins Magna

NEW YORK—Marvin Friedlander has been appointed New York branch manager and assistant to general sales manager George Josephs, it was announced by Joseph C. Emerson, vice-president in charge of world sales of Magna Pictures Distribution Corporation.



Director Blake Edwards, Jack Lemmon, Tony Curtis, composer Henry Mancini, and studio president Jack L. Warner recently greeted the crowd at Warner Brothers' gala ceremonies inaugurating its "The Great Race" exhibit and studio tour. Dallas Williams, former Mayor of Burbank, joins in the applause.



## Para.'s 11 Major Films Key Busy Three Months

NEW YORK—In its most extensive production schedule in a decade, Paramount Pictures will have 11 major films before the cameras in the coming three-month period, including six currently in production and five ready to begin shooting this summer.

Announcement was made by Howard W. Koch, Paramount vice-president and studio and production head.

Ready to go before the cameras are Joseph E. Levine's "Nevada Smith," the story of one of the leading characters from "The Carpetbaggers," starring Steve McQueen in the title role, to be filmed under the direction of Henry Hathaway; "Is Paris Burning?," film version of the new best-selling book, with Rene Clement directing an international cast in the Seven Arts-Paramount presentation on location in Paris; "Seconds," based on David Ely's suspense shocker, starring Rock Hudson and to be directed by John Frankenheimer on location in New York City and California; Joseph E. Levine's "The Oscar," from Richard Sales' controversial novel of Hollywood, with Stephen Boyd and Milton Berle heading an all-star cast; and Tennessee Williams' "This Property Is Condemned," a Seven Arts production starring Natalie Wood, with John Huston to direct on location in Louisiana.

Currently filming are Joseph E. Levine's "Harlow," starring Carroll Baker, Martin Balsam, Red Buttons, Michael Connors, Angela Lansbury, Peter Lawford, and Raf Vallone; Hal Wallis' "Boeing-Boeing," film version of the international stage success, starring Tony Curtis and Jerry Lewis; Seven Arts' "Oh Dad, Poor Dad, Mama's Hung You In The Closet And I'm Feelin' So Sad," starring Rosalind Russell, Robert Morse, Barbara Harris, Hugh Griffith, and Jonathan Winters in the filmization of Arthur Kopit's comedy hit, directed by Richard Quine in Jamaica; and "Sands of the Kalahari," a Joseph E. Levine production filming on location in Africa, with Stanley Baker, Stuart Whitman, and Susannah York.

Seven Arts' "Promise Her Anything," starring Warren Beatty, Leslie Caron and Bob Cummings, and "Kid Rodelo," shooting in Spain, starring Janet Leigh, Don Murray, Broderick Crawford, and Richard Carlson, complete the 11-picture lineup.

## N.Y. Censor Decision Reserved

ALBANY, N.Y.—New York Supreme Court Justice Sydney F. Foster reserved decision in the action brought by the member companies of the Motion Picture Association of America against the Board of Regents to test the validity of the new state censor laws. Both sides were given two weeks to file full briefs in the action.

It was ruled that until the case is decided, distributors need not submit their films to the Board of Regents for approval.

## Holden Stars In Richmond

HOLLYWOOD—William Holden will star in "The Richmond Story," to be filmed by Sol C. Siegel for Columbia release, it was announced by Mike Frankovich.

Frankovich and Siegel said that Holden would appear in the colorful role of an Irish-Spanish Texan who comes to the aid of the starving Confederacy in a daring raid behind the Union Army lines in the closing days of the Civil War.

# Superior Court Rules Against Ban On Pay-TV In Cal.; Appeal Planned



Joseph E. Levine, president, Embassy Pictures, and his wife, Rosalie, accept the first annual award of the Conference of Personal Managers, East, from Ray Katz, COMPM-E president, at a luncheon at Manhattan's 21 Club, New York. He was cited for his "imagination and creative abilities resulting in the industry having its largest grossing year in history in 1964."

## N.Y. Tent Maps Campaign

NEW YORK—Cary Grant will serve as honorary chairman of the New York Variety Club's Golden Heart Committee and of the advance subscription campaign of "Old Newsboy Day," it was announced by Saul Jeffee, chairman of the Golden Heart Committee.

E. David Rosen, associate chairman of the Old Newsboy Day Committee, revealed that the newspaper sale on June 29 in the Times Square area would be coordinated and tie in with the activities of the special gifts campaign headed by Jeffee. It is expected that many industry executives, in addition to making substantial advance contributions for copies of the Journal-American, will also participate actively in the sale.

Si Fabian, president of Stanley Warner, is serving as overall drive chairman, and James Carreras, international chief barker, is honorary chairman. Harry Brandt, president of Brandt Theatres, and J. Kingsbury Smith, publisher of the Journal-American, are co-chairmen of "Old Newsboy Day."

## SAG Quits Electronovision

HOLLYWOOD—The Screen Actors Guild terminated its contract with Electronovision Productions, Inc., in a unanimous vote of the board of directors, which said the abrogation of the contract with Bill Sargent was a necessary step "because of substantial breaches of contract caused by failure to pay monies due actors for their services."

SAG, however, acknowledged receiving certified checks from Sargent covering what was described as "a substantial number of outstanding Guild claims arising out of Electronovision's 'Harlow.'"

SACRAMENTO, CAL. — Superior Court Judge Irving H. Perluss ruled California's ban on pay-television unconstitutional saying the prohibition, approved by California voters last November as Proposition 15, violated the basic rights of freedom of speech.

Backed by theatre owners, the initiative measure was found by the judge to be aimed at "a speculative and illusory evil" that pay-tv might destroy free television.

The ruling was expected to be appealed to the Appellate Division, and from there it could go to the State Supreme Court.

The action was brought by Sylvester L. Weaver, former president, National Broadcasting Company, and a founder of the pay-tv company of Subscription Television, Inc., which was forced out of business in California by passage of the initiative.

Weaver said, "We are naturally gratified that what we have said all along has the support of the judge—that this was an outrageous violation of the rights of the people under the First Amendment of the Constitution."

Leslie Winik, president of International Telemeter Corporation, a subsidiary of Paramount Pictures Corporation, said the decision of Judge Perluss "came as no surprise, but we are very pleased nonetheless."

He stated: "We were always of the opinion that Proposition 15 had arbitrarily and unreasonably abridged freedom of speech and the dissemination and communication of ideas, protected both by the Constitution of the United States and that of California."

"With this important roadblock removed, Telemeter franchise holders now can proceed with pay tv systems in the U. S. Until the California court handed down its decision, Telemeter franchise holders in Atlanta, Miami, Houston, and Dallas were unwilling to proceed with sizeable investments in cable construction and system operations with the California litigation unresolved."

Winik said the five-year experiment with Telemeter's Theatre In The Home cable system in Toronto, Canada, which was concluded on April 30, had established "beyond question that there is a large audience willing to pay for entertainment in the home on a continuing basis and further demonstrated that such a cable system performs a service in the public interest."

## Goldfarb Heads Mt. Unit

DENVER—Marvin Goldfarb, district manager of Buena Vista, was elected president of the Rocky Mountain Motion Picture Association. Fred Knill, outgoing president, was named as chairman of the board. Other officers elected were John Dobson, Denver United Artists branch manager, vice-president; Bob Tankersley, Western Service and Supply Co., secretary; and Robert Sweeten, manager, RKO International 70, treasurer.

## New Md. Censor Law

BALTIMORE, MD. — Governor Millard Tawes of Maryland signed into law a bill calling for quick court review of cuts in films by the state's Board of Motion Picture Censors.

The bill's purpose is to achieve compliance with the recent U. S. Supreme Court decision limiting the board's powers.



# Keep that M-G-M lid For Thanksgiving...



## "The Cincinnati Kid will deal you a full house"

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Detroit - June 8

Chicago - June 10

Atlanta - June 14

Dallas - June 16

San Francisco - June 18



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with laughter and loot

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Starring SOPHIA LOREN / PAUL NEWMAN  
DAVID NIVEN in “LADY L” Based on the novel by ROMAIN GARY  
Written and Directed by PETER USTINOV / in PANAVISION® and COLOR





# Dallas, Charlotte, And Milwaukee Split Top Money In MGM Contest

NEW YORK—Winners of Metro-Goldwyn-Mayer's \$50,000 domestic sales contest—instituted as part of the company's mammoth world-wide 40th anniversary celebration—were announced here by Morris Lefko, vice-president and general sales manager.

Described by Lefko as "the largest and most intensive single sales effort in the history of the company," the contest offered cash prizes in five categories to the branches and divisions showing the largest increase in sales during a 20-week sales drive which started last fall.

MGM's 30 domestic sales branches were divided into three categories according to size, for purposes of the contest. A separate contest was conducted for the six Canadian branches. There was also a division managers competition. Each employee in the winning branches will participate in the cash prizes. MGM's field press representatives also participated in the prizes.

Winners of the first prize—of three weeks salary—in the domestic competition were: the Dallas branch, headed by Louis Weber; the Charlotte branch, headed by Amos Boyette; and the Milwaukee branch, headed by John J. Pilmaier.

First prize in Canada was won by the Toronto branch, headed by Ronald Emilio. The division managers competition first prize was won by William Madden, of the midwest division.

Second prize—of two weeks salary—went to: the Atlanta branch, managed by Woodrow Sherrill; the New Orleans branch, managed by H. A. Arata; and the Pittsburgh branch, topped by Max Shabason. Second prize in Canada was won by the Calgary branch, managed by A. Gottfried. Second prize in the division managers competition went to Fred Hull, of the southwest division.

The third prize—of one week's salary—was won by: the Washington, D.C. branch, headed by Otto Ebert; the Denver branch, headed by George Fisher; and the Memphis branch, Louis Ingram.

## Fabian House To Neighborhood

RICHMOND, VA.—Neighborhood Theatres Incorporated announced the purchase of the Colonial Theatre, Richmond, from Fabian Theatres Corporation of New York.

Sam Bendheim, Jr., president of Neighborhood Theatres Incorporated, stated that the company will take possession of the Colonial on June 1. Present plans call for closing the theatre for a period of 10 days to two weeks to refurbish the interior. This will include painting, carpeting, repair to seats, sound and projection equipment, and other interior decorating. Bendheim stated that he expected the Colonial would be ready for operation around the middle of June. The policy of first-run films will be continued at the Colonial.

## IFIDA Retains Mayer

NEW YORK—The IFIDA board of directors announced that Michael F. Mayer had been retained by the organization as executive director and general counsel for a seventh consecutive term.

## All N.E. Exhibs Eye R.I. Film Censor Bill

BOSTON—All New England exhibition is eyeing the film curb bill in Rhode Island. The Rhode Island Senate has approved legislation allowing local licensing authorities to halt the showing of obscene films. The bill, which now goes to the House, is opposed by TONE, Theatre owners of New England, and the Rhode Island affiliate of the American Civil Liberties Union.

In conformity with recent decisions of the U. S. Supreme Court, the bill would allow authorities to delay the showing of a film for 48 hours while reviewing the film or seeking a restraining order against it.

This is seen as an attempt at censorship by exhibitors, who have fought similar curbs in the New England states in the past.

## Para., Embassy Named In Magna "Harlow" Suit

HOLLYWOOD—Magna Pictures Distributing Corporation, distributor of Electronovision's "Harlow," filed an anti-trust suit asking triple damages of \$6,300,000 against Paramount Pictures and Embassy Pictures, charging them with "conspiracy" in allegedly inducing exhibitors to boycott the picture.

Embassy, headed by Joseph E. Levine, has completed its own version of "Harlow," which Paramount will release next month.

The suit filed in the Federal District Court in San Francisco alleges a boycott against Electronovision's "Harlow" by various unnamed theatre operators in co-conspiracy with the defendants. The additional charge is made that "defendants conducted a deliberate, wilful and malicious campaign, consisting of public statements, press releases, advertising, and private conversations aimed directly at destroying and impairing the commercial value of Bill Sargent's 'Harlow' and attacked the integrity of management of plaintiff and Electronovision."

Joseph E. Emerson, executive vice-president of Magna, said that Magna was unable to book any major circuit theatres except the Denver, Denver, and the Coliseum, Seattle, both National General houses. He added that the major circuits control most of the deluxe theatres around the country and that without their bookings, important grosses are "practically unattainable."

## Embassy-Kadison Deal

NEW YORK—Joseph E. Levine has concluded an agreement with producer-director Ellis Kadison for the filming of three features for release by Levine's Embassy Pictures.

To be made in wide-screen and color in Hollywood, the trio will be produced during the next 12 months under Kadison's World-Cine Associates banner, and will be aimed primarily at the family market.

## Hutner, Young Promoted In UA Publicity Shifts

NEW YORK—Fred Goldberg, United Artists Vice President, announced a top-level realignment of the UA publicity department with reemphasized duties for executive personnel.

Mike Hutner has been named as United Artists publicity director under the new set up, and Buddy Young has been appointed publicity manager for the company.

Goldberg stated that Hutner, who has been UA's publicity manager for the past three years, will assume more extensive publicity duties in the new post. Young, formerly as-



HUTNER



YOUNG

sistant publicity manager, will move up to the publicity manager's post.

Hutner, formerly a newspaper writer, entered the field of publicity in 1941 with the Billy Rose Enterprises as publicity director. He entered the motion picture industry in 1947 when he joined 20th Century-Fox. Since then he has worked for Samuel Goldwyn Productions, Warner Bros., Beaver-Champion Attractions and Astor Pictures before joining UA in 1962.

Young entered the industry in 1952 by joining the UA publicity department where he has had various assignments including his appointment as assistant publicity manager in 1962.

## Tex. Production Previewed

AUSTIN, Tex.—The birth of a new industry was celebrated here with a "Hello World" premiere of the first nationally distributed theatrical motion picture ever produced here.

"The Heisters," live action comedy short subject, then left for a series of engagements throughout the United States following a four week run at the Varsity Theatres here.

The movie was written and directed by Tobe Hooper, Austin, through William H. Productions, Inc., a one-year-old local production studio. Ezra Rachlin, conductor of the Austin Symphony Orchestra, composed and directed the score for the picture. No dialogue is spoken by the actors.

## Para. Net Income Up

NEW YORK—Paramount Pictures Corporation reports estimated consolidated net income for the first quarter of 1965 at \$2,186,000 or \$1.39 per share, based upon 1,569,956 shares outstanding on April 3. There was no profit on sale of investments in this period.

Comparative consolidated net income for the same period in 1964 amounted to \$1,041,000, or 63 cents per share and a profit on the sale of investment of \$723,000, or 44 cents per share, based upon 1,651,281 shares then outstanding.



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# AIP Mans Booth At Cannes Festival To Signal Growth Of World Market

CANNES — American International Pictures' president James H. Nicholson and executive vice-president Samuel Z. Arkoff, together with David D. Horne, vice-president in charge of foreign distribution, are hosting the AIP booth at the current Cannes Film Festival.

American International increased its worldwide operations during the past year and recorded its highest foreign grosses in the company's history.

Nicholson and Arkoff stated American International's new releasing set-up in Italy has fared so well that the company is currently looking into the possibility of setting up their own distribution franchises in other countries where the returns are not up to AIP's expectations.

Deals have also been made by American International Pictures for the dubbing of films in France and Belgium for French speaking audiences.

The AIP toppers also reported that AIP has concluded a deal for the exclusive foreign distribution rights to Electronovision's "The T. A. M. I. Show," already released domestically by American International.

A specially prepared brochure listing AIP product available for 1965 in all parts of the world is being given to all Festival visitors.

Among the pictures to be released are "Tomb of Ligeia," starring Vincent Price and Elizabeth Shepherd; "Beach Blanket Bingo," starring Frankie Avalon, Annette Funicello, and Deborah Walley; "Black Invaders," starring Amedeo Nazzari, Danielle De Metz, and Renato Baldini; "Jet Set Party," starring Frankie Avalon and Annette Funicello; "Hercules Against the Mongols," starring Mark Forest, Jose Greci, and Ken Clarke; "Sergeant Deadhead," starring Frankie Avalon and Deborah Walley; "Queen of the Seas," starring Lisa Gastoni and Jerome Courtland; "Ski Party," starring Frankie Avalon, Deborah Walley, Dwayne Hickman, and Lesley Gore; "House at the End of the World," starring Boris Karloff, Nick Adams, and Susan Farmer; "How to Stuff a Wild Bikini," starring Annette Funicello, Dwayne Hickman, Brian Donlevy, Buster Keaton, Harvey Lembeck, Beverly Adams, and Mickey Rooney; "War-Gods of the Deep," starring Vincent Price, Tab Hunter, Susan Hart, and David Tomlinson; and "Pajama Party In A Haunted House," starring Deborah Walley and Buster Keaton.

The American International booth is decorated with posters, standees, and star blow-ups. Continuous projection machines showing trailers of the company's product are also on view.

Highlighting American International participation are numerous promotional giveaways, consisting of "Pajama Party" records, games, toys, comicbooks, paperbacks, wild beach hats, mummies, toy gun lighters, and many more gifts.

## WB Declares Dividend

NEW YORK—The board of directors of Warner Bros. Pictures, Inc., declared a dividend of 12½ cents per share on the company's common stock, payable Aug. 5 to stockholders of record on July 9.

## Capacity Crowds Visit WB Exhibit, Studio Tour

BURBANK, CALIF.—Capacity crowds of 2,000 persons daily have been visiting "The Great Race" Exhibit and Studio Tour at the Warner Studios since the opening on May 8.

The distribution of the initial allotment of 130,000 free tickets is nearing completion at 10 stores of the May Company in Los Angeles.

The unprecedented Exhibit features a mammoth tent display of unusual props from Blake Edwards' "The Great Race." The Studio Tour permits camera enthusiasts unlimited freedom, marking the first time in Hollywood history that visitors have been able to take whatever pictures they wish inside a major studio's gates.

## VARIETY CONVENTION

(Continued from page 6)

tion, superb entertainment headed by Jimmie Durante.

At the Humanitarian Award presentation, tears flowed from two thousand eyes when, in public, for the first time in over 35 years, was heard the voice of Catherine Variety Sheridan on tape. It was a moving experience which none present will ever forget, for this fine lady was the foundling who started Variety so long ago.

The city, the setting, the disclosure that nearly \$9 millions were raised this past year—all created an atmosphere of friendship, joy and the determination to achieve even greater heights in the future.

Add to all this the great satisfaction of the beginning of major film companies, as such, to get behind Variety in a very solid material way.

Your correspondent heard only one complaint:

A departing conventioneer, having stood and applauded so many times for the unbelievable accomplishments of the international chief barker, stated he was going home with "Carreras callouses" on the palms of his hands.

Truly this was an occasion for hearts bursting with pride.

## Levine-Sidney Deal

HOLLYWOOD—In one of the major production deals of the year, Joseph E. Levine has signed George Sidney to produce and direct "I Married A Psychiatrist" for Paramount release. Levine further stated that this picture will be the first of a multiple pact with Sidney.

Based on the best-selling book by Louise Pfister, as told to Frances Spatz Leighton, "I Married A Psychiatrist" is a comedy love story about a pretty girl who marries an impulsive psychiatrist and finds her household invaded by his odd collection of patients, with many humorous complications.

Sidney has moved his headquarters to Paramount Studios in preparation for the film. This will mark the first time he has ever made a picture on the Paramount lot.

## ABC-PARAMOUNT

(Continued from page 7)

1964 and into the current year," Goldenson noted. "We are continuing to upgrade our theatre portfolio by acquiring new selected theatres, modernizing existing ones, and disposing of marginal properties. Thus far in 1965, 10 marginal properties have been disposed of. One new theatre has opened and 14 additional theatres are in various stages of construction. These new theatres are in suburban areas and most of them are in shopping centers. We expect that most of these theatres, now in construction, will be operating prior to the end of the year and an additional 17 new theatres, almost all of which would also be located in growing suburban area shopping centers, are being actively processed."

ABC-Paramount Records reported higher sales in 1964 compared with 1963, Goldenson said. "Since the first of this year," he revealed, "12 single records and six albums placed in the nation's top 100 chart, which is the generally recognized yardstick of success in the industry."

AB-PT's Prairie Farmer Publishing Company (three major midwest farm publications) has maintained high levels of circulation. The Florida scenic attractions, Weeki Wachee and Silver Springs, have continued to draw greater attendance.

"Recognizing our growing physical needs," Goldenson concluded, "we expect to start moving into our new headquarters administrative building at 1330 Avenue of the Americas sometime towards the end of this year. We will also be providing for improved and enlarged broadcast operation facilities on 66th Street and on the West Coast, which will include new color studios. Beyond our firm dedication to provide for the future growth of our present business, we are also giving careful and continued attention to other areas of interest which would be compatible with our operations and managerial skills. We feel that we have an excellent organization that is well equipped to meet the challenges of today and tomorrow."

Samuel H. Clark and Thomas W. Moore were elected new directors, it was announced by Goldenson. Clark is vice-president in charge of theatre operations for AB-PT, and Moore is president of the ABC-TV network.

The stockholders reelected the following directors to serve for the coming year: Alger B. Chapman, John A. Coleman, Everett H. Erlick, E. Chester Gersten, Leonard H. Goldenson, Jack Hausman, Robert H. Hinckley, Robert L. Huffines, Jr., George P. Jenkins, Walter P. Marshall, Joseph A. Martino, Simon B. Siegel.

Stockholders approved changing the corporate name of American Broadcasting-Paramount Theatres, Inc., to American Broadcasting Companies, Inc. The change will become effective July 2.

While the theatre business will continue to be a substantial part of the company's business, the change reflects the predominant importance of the corporation's broadcasting activities and at the same time simplifies the corporate name.

## Inter-Faith Award To Exhibit

BROOKLYN, N. Y.—William Corney, manager, Century's Elm, Brooklyn, has been selected as the outstanding individual in the field of inter-faith human relations this year by the Flatbush Jewish Center.



## Newspaper Chain To Use Industry Advertising Code

CANTON, O. — The Brush-Moore Newspapers with headquarters here recently wrote to Jonas Rosenfield, Jr., vice-president of 20th Century-Fox, who represented the Motion Picture Association of America's advertising and publicity directors committee in a recent meeting with officials of the American Newspaper Publishers Association.

In his letter to Rosenfield, Vic Merson, advertising director of the Brush-Moore Newspapers, asked for a dozen copies of the MPAA Advertising Code. He further stated: "We agree that the Code certainly could be used by our newspapers to guide and control any problems that come up on individual pictures and the advertising that is used to sell them in our media.

"Your recommendation is one that we are going to give full consideration, and we would appreciate having copies of the Code for distribution to our business managers and advertising managers."

At the meeting with the ANPA, Rosenfield presented a most effective statement of the industry's position on newspaper censorship of motion picture advertising, referring especially to the flurry of advertising codes announced by some eight major newspapers a few months ago.

The ANPA suggested that if he would put his views in a letter that they would be glad to release it to some 950 members together with a copy of the MPAA Advertising Code and a covering statement from the general manager of the ANPA.

This correspondence was released early this month. The Association, Rosenfield, and the ANPA have each received a number of letters commenting favorably on the views expressed in this correspondence.

The Brush-Moore Newspapers, Inc. operate 12 to 14 daily newspapers in the middle west and on the west coast.

## British Exhibs Fete Levine

LONDON—The exhibitors of Great Britain have voted a unique Award of Merit—the first of its kind—to Joseph E. Levine, president of Embassy Pictures, it was announced by the committee and council of the Cinematograph Exhibitors' Association.

The C.E.A., composed of exhibitors throughout England, Scotland, and Northern Ireland, including Britain's five major circuits, is presenting the award to Levine "in sincere and grateful recognition of his outstanding showmanship in the world of entertainment, as well as for his unstinted and continuing efforts in the interest of all sections of the motion picture industry."

Levine will accept the award in person on June 16 at the Imperial Hotel in Blackpool, during the annual conference of the C.E.A. Peter King, president of the C.E.A., will make the presentation, to be followed by a reception in Levine's honor.

## Kronick To Production Firm

NEW YORK—William Kronick, president of Seneca International, Ltd., and vice-president of Seneca Productions, Inc., has resigned from these two posts and formed his own company.

William Kronick Productions has been created to develop and produce features and specialized documentaries. Production headquarters will be in New York. Its first feature production will be "The Cry Of Sirens," from an original screenplay by Kronick.

# The NEW YORK Scene

By Mel Konecoff

IF WE HAD A LOT OF MONEY, KNOW WHAT WE WOULD DO? WE'D THROW A luncheon for Spyros P. Skouras, the present chairman of the board of 20th Century-Fox, and invite a good-sized chunk of the industry as guests. It would be our way of spotlighting the part that he played in making the 50th anniversary celebration of the company a reality.

We'd corn it up with Georgie Jessel as master of ceremonies (but no "My Mother's Eyes" or "Silver Threads Among The Gold"), and we'd get him to recount some of his experiences as both an entertainer and producer on the lot, which are very funny. We'd get Alice Faye, Betty Grable, Harry James, and Dan Dailey to come through with some nostalgic musical bits, etc.

We wouldn't present Mr. Skouras with a plaque or a watch as he must have an ample supply, but we would lead the audience in a standing ovation for the time and effort he put in on behalf of industry and company. No big dais and no business pitches, but we certainly would have among the invitees a representation of exhibitors, who recall what the Skouras-sponsored CinemaScope process did for their theatres in a depressing and doldrum-filled period.

**A MATTER OF PRODUCTION:** COMMISSIONER LOUIS BROIDO OF THE NEW York City Department of Commerce and Industrial Development informs that his department has processed street photography permits for the production of five motion pictures here. They are "Blindfold," by Universal; "The Group," by Famous Artists; "Give Her Anything," by Seven Arts Productions; "Three Rooms in Manhattan," by Les Productions Montaigne; and "Gendarme," by SNC Productions. The latter two are French companies.

The Commissioner admitted that he wasn't aware of all the details of the dispute between the producers of "Mister Buddwing" and Local 52, but he felt it was a "last minute flareup of nerves." He believed that producers and union officials will get together and try to minimize their grievances in the future. The basic problem that is keeping New York from becoming the motion picture production capital of the world is insufficient studio facilities for interior filming. A number of efforts are underway to get builders, producers, and unions together to establish a modern, all-encompassing film production center in Manhattan.

"The problem lies primarily in the real estate field," he stated. "Long term financing is required to build a major production center, and in order to obtain that financing the builder has to obtain long-term lease commitments from the producers. The city is trying to help work out a solution to this problem."

**THE METROPOLITAN SCENE:** WHEN MGM AND SEVEN ARTS UNVEILED THEIR \$10,000 in singles at the Playboy Club for the forthcoming exhibitor contest on "She," there were three armed Wells Fargo guards at hand, a bank officer of Chase Manhattan, and Tom Devine, comptroller of MGM. All of these are dedicated people. They watched the money every second as the scantily dressed bunnies came and went. Which reminds us, wonder how the new issue of Playboy ever got through the mails with the undressed Ursula Andress in naked-type fotos taken by her husband, John Derek all over the place. We didn't dare open our copy on the subway. . . . UA informs that it has the answer to "The Mouse" (Soupy Sales' musical hodge podge). It's called "The Pussycat" and is inspired by the Charles K. Feldman film, "What's New Pussycat?" . . . Columbia and Dell Publishing launching an extensive paper-back book-movie merchandising campaign to promote "The Collector." . . . Matty Polon, RKO Theatres vice-president, so pleased with the personal appearance tour of Nick Adams on behalf of "Young Dillinger" that he sent a wire to make sure that we knew that approximately one-half million people in the Greater New York Area turned out to greet and see Adams, whom he termed "the most dedicated young showman we have ever had the privilege of working with." . . . Twelve-page color brochure being sent out by Columbia to press and exhibitors here and abroad which acts as a production preview of the forthcoming film, "The Heroes of Telemark," suspense-adventure entry. . . . Seven paintings commissioned by Marty Ransohoff for use in "The Sandpiper" are on exhibition in the Grand Lounge of Radio City Music Hall. The film is the next attraction there. . . . Emery Austin was in Miami for advertising and production conferences on "Around the World Under The Sea," shooting at the Ivan Tors Studios, and we're not gonna even bother to ask about Sundays in Miami. . . . Bob Ferguson, advertising and publicity vice-president at Columbia, was panel moderator for a discussion, "Freedom and the Creative Arts," at the World Congress of the Catholic Press at the Waldorf. Among the other members on the panel were Joseph Heller, author of "Catch 22," and Barbara Scott, MPAA attorney. . . . "Cat Ballou" will be shown on 50 to 60 cruise ships six weeks prior to national release. What a way to review a film. . . . This may be a gag, but we are informed that Marvin Ziporyn arrives here from Europe for meetings with Malda Films' Merrill Brody regarding a filmization of Ziporyn's life story.

**FILMS AND FUN:** KEN MURRAY, THE VETERAN COMEDIAN, RECENTLY OPENED his film and conversation show, "Ken Murray's Hollywood," in town under the auspices of Alexander H. Cohen. Murray shows movies that he personally took of Hollywood stars from 1928, and he supplies some amusing patter as well. The films are informal and in many cases comic. There is also a visit to San Simeon, the estate of the late William Randolph Hearst, and a scene showing how Murray's all-bird movie, "Bill and Coo," was made.

It makes for pleasant entertainment for adults who are fans of Hollywood and its stars, but there is not too much to offer the younger set. If Murray wants to follow through on this, it could do well on a several performance basis in many cities across the country, providing Murray and exhibitors, who could lease their theatres, with some extra revenue.



# LONDON Observations

By Jock MacGregor

I DOUBT WHETHER ANYONE IN THE INDUSTRY THINKS BIGGER THAN OTTO Preminger. His films are events and he spends as much thought and energy on their exploitation as he does on their production. He is reputed to be a demanding, hard task master, but I suspect that he drives himself as mercilessly to get perfection as he does any employee or artist.

He likes launchings at festivals but stoically admits that he might as well show "out of competition" as he never gets a prize. The attraction, I think, is that his film and personalities can reach literally hundreds of the top press and tv film writers and cameramen from all over the world at one go. In face of fierce opposition, he arranged for "In Harm's Way" to open the Cannes Festival and asked Paramount to charter a Boeing 707 to fly additional British and international press men to augment the correspondents from 50 countries regularly attending.

I joined Otto and Hope, his lovely wife, Hugh O'Brian, Barbara Bouchet (from the film), Carol Lynley, Noel Coward (from his current Columbia British production, "Bunny Lake is Missing"), and many colleagues. The very audacity and size of the promotion created news and brought more press and tv cameramen to cover the London Airport departure. In Paris, Otto graciously greeted aboard 80 continental personalities. Though I only recognized the incomparable Ludmilla Tcherina (who could miss so elegantly dressed a stunner?), they apparently meant a lot to French photographers.

Our arrival at Nice provided a comedy high spot. Cameramen galore on mobile Air France gangways, trucks, etc., converged on the front exit and found the trade press emerging. In disgust, they withdrew to the rear exit, but the French starlets had seen them and rushed madly through the plane to be foiled again. The way was clear for Otto and his stars to make a graceful, well covered "entrance," so to speak.

Spectacular as the gala opening was, the locals are seemingly blasé. There were no more outside the Festival Palace to see the Preminger entourage, Olivia de Havilland and Rex Harrison (both on the jury), Michele Morgan, Gina Lollobrigida, Charles Boyer, and many less illustrious than for an average London opening. In the foyer, there was excitement as countless cameramen—I often wonder where their photos appear—jostled. Two got pushed off a rostrum and a minor punch-up brightened the waiting period. No festival occasion starts on time. All stars appeared on the stage, but the fashionably dressed audience showed only reserved enthusiasm. No doubt with hands weighed down with diamond rings, they may have been fearful of doing themselves an injury. "In Harm's Way" was then magnificently presented in 70mm with full stereo sound, but many were plain horrified that so commercial a success should be shown at a festival.

**OTTO HOSTED A CHAMPAGNE AND CAVIAR SUPPER DANCE, AND IT WAS SO** Good to meet James Perkins, Paramount's international chief, who was for so long London based, and his assistant, Milton Goldstein. After many courses, a cabaret by Diahann Carroll who flew specially from America without fee to return past favors from Otto, and a fireworks display, many made for bed—or the casino—though one headline seeker tried to take a swipe at our host.

The morning saw the London critics frantic as a telephone strike was making the filling of reviews difficult. Otto's press conference opened with him admitting to making long films but short speeches. He faced a standing room only gathering, but the questioning was pretty insipid. It centered mainly on the charge that he had made war attractive. He strongly denied this and stressed that no one in the film pretends to be a hero. He was also asked about the excellent model work and "Bunny Lake."

Otto took those returning with him to London to a memorable lunch in the medieval walled town of St. Paul-de-Vence and showed us the Foundation Maeght of modern art, which he rather feared some preferred to his film. En route for London, the BEA Trident pilot swept over the Alpine peaks so that all those Paramount trademarks could bid us farewell. Otto read the coverages. He was delighted with those from Europe as a whole, but obviously disappointed with British reaction. In fact, I am sure he was deeply hurt by a feature which suggested that he had tried to create conditions that might make a critic like a film.

I HAVE NOT BEEN TO CANNES FESTIVAL BEFORE AND WAS NOT IMPRESSED with the setup or the arrangements. It all seemed so unfriendly. I was amazed that the authorities in no way recognised Otto's magnificent contribution. He brought the glamor which the local tourist industry so direly needs and spent a fortune, which must have pleased the hoteliers. His charter made every British paper and radio and tv station acutely conscious of the Festival, so that it has seemingly got the greatest coverage in years here—and probably elsewhere. Yet no one so much as organized a cocktail party in his honor or had the courtesy to get up at his supper dance to thank him publicly. It is not surprising that the authorities are reputed to have difficulties in getting top stars.

I was also disgusted on arrival to be approached by sponsors of other entries and told if I stayed over I could pass the hotel bills to them. Though this had been agreed apparently by Paramount at the last minute, I was embarrassed to be expected to accept such terms. I was in Cannes solely through Otto's initiative and enterprises—as his guest. Had others used a little foresight, a joint promotion could have been worked and everything fixed before leaving London. As Noel Coward said to Carol Lynley on arrival: "It is the sincerity of all this. . . ."

Next day, I attended the glittering London premiere of "In Harm's Way." Though I told Barbara Bouchet that I was only going to wait until she "died," I was held and saw the whole film. The London audience which had paid for its seats was warm and applauded enthusiastically—perhaps the hands were not so weighed down with rings. With the film duly launched, Otto is again concentrating on finding Bunny Lake. . . . Thanks, Otto and Hope, for a wonderful experience.

## Exhib's "Nudity" Conviction May Bring Test Case

HIGH POINT, N.C.—Vincent Furio, operator of the Pointer D-I, on Greensboro Road, was convicted by a Municipal Court jury here of violating a new city ordinance which makes it illegal to show films depicting nudity and semi-nudity on screens which can be seen from a public street or road.

Judge Byron Hayworth imposed suspended sentences and fines, but counsel for the defendant gave notice of appeal and is expected to seek to make a test case out of the charge.

The defendant offered no testimony but his attorney argued that the state had no case in that it had failed to prove Furio operated the drive-in.

The state offered three witnesses: police detectives F. E. Peters and S. T. Myers, and the Rev. W. S. Teachey, pastor of the Central Christian Church.

The witnesses testified they saw nudity and semi-nudity on the theatre's screen from Highway 29-A, Dogwood Drive, and Crestwood Circle on the nights of March 16 and 18.

Judge Hayworth sentenced Furio to 30 days on each of two counts, suspended the sentences for 12 months, fined him \$25 in each case and taxed him with the court costs. Furio, in appealing the verdict to Superior Court, posted a \$500 bond.

The City Council adopted the ordinance recently after local ministers protested the Pointer was showing obscene motion picture films which could be seen from adjacent streets.

## Indiana Tax Break

INDIANAPOLIS—The Theatre Owners of Indiana were advised by the Indiana Department of State Revenue, that theatre owners are now exempt from sales tax on film charges.

The administration ruling reads: "The question raised by virtue of an amendment incorporated in H.B. 1140 as to the rental or leasing of tangible personal property and tax imposed by said section on the lessee—the following applies:

"The usage of a film on which an image is imprinted the value of same being the ability with the proper equipment to project said image on a screen for viewing, shall not be considered as the renting or leasing of tangible personal property, as we have here the transfer of an intangible right, not the transfer of tangible personal property for use as such. Therefore, the theatre owner, exhibitors shall not be liable for the sales tax as described in Subsection L of Section 6."

## Pantzer Sues NSS, Distribs

NEW YORK—Mitchell Pantzer, who formerly operated the Independent Poster Exchange, Philadelphia, brought suit in N.Y. Federal Court against National Screen Service and eight major film distributors charging that defendants monopolized, combined, and conspired in the field of standard and specialty accessories with the result that he was forced out of business in 1964. Action seeks \$500,000 damages.

Pantzer twice previously brought suit on similar grounds, and lost both times.

Besides NSS, Paramount, RKO, MGM, Warner Brothers, 20th Century-Fox, Universal, Columbia, and United Artists are defendants.



**BOSTON**

Just what he always wanted! Ben Sack, who owns five deluxe motion picture theatres in Boston, the Beacon Hill, Music Hall, Capri, Gary, and Saxon, and two theatres in Fitchburg, Mass., the Saxon and the Fitchburg, won a prize at a drawing in New York for the benefit of the Will Rogers Hospital. Ned E. Depinet, president, Will Rogers Memorial Fund, was delighted to notify Sack of the prize—"a season pass for two to a motion picture theatre of your choice in your city." . . . Kim Novak and her new husband, Richard Johnson, visited Boston ahead of "The Amorous Adventures of Moll Flanders," which opened May 26 at the Beacon Hill. During the couple's Boston stay, the film actress and Johnson guested on radio and tv shows including Haywood Vincent's "Impact" on WNAC-TV. . . . Harry Rosenbaum, manager, Beacon Hill, has left the Sack organization. . . . John Pecos has been promoted to 20th Century-Fox branch manager in Boston, and Al Levy, former branch manager, has been appointed district manager for the Buffalo, Albany, and New Haven territory with headquarters in Boston in a new alignment of company policy. . . . Ben Sack, president, Sack Theatres, was "roasted" at the May meeting of the Tub Thumpers, Boston show business fun club, at Sidney Hill Country Club. George Roberts, Rifikin Theatres, known as the toast-master of film row, was in charge of the Sack "roast."

**BUFFALO**

Michael Klein, manager, announces that the Buffalo exchange of Warner Bros. will move on or about June 24 to the third floor of the Vars Building, 340 Delaware avenue. The exchange has been located for the past five years at the Corn Exchange Building. Al Rosenberg, New York W.B. office, was in Buffalo conferring with manager Klein on removal plans. . . . The annual regional conference of the New York State Community Theatre Association, western New York area, was held in the Jamestown Little Theatre. . . . The Council of Churches of Buffalo and Erie County is considering a full-time staff to develop religious radio and television programs in the Buffalo area. . . . Frank Arena, Loew city manager, announces that "The Amorous Adventures of Moll Flanders," Paramount, will have its local debut May 26 at Shea's Buffalo, and that "Moll" will be followed on June 9 by "Up From the Beach." Arena also says that on the Buffalo theatre's summer schedule is "Von Ryan's Express," opening June 23; "Harlow," July 7, with Carroll Baker; and "Help," the new Beatles film, listed for an August booking. . . . Bill Laney, general manager, Jo-Mor Enterprises, and his staff are busy in Rochester moving their offices from the old Temple Theatre building to 392 Jefferson road, next to the new Towne. Jo-Mor is headed by John Martina and Morris Slotnick and operates a number of theatres in and around Kodak Town, including the Cinema theatres in Rochester and Buffalo; the Fine Arts, Stoneridge, and new Towne, Rochester, and the North Park drive-in, Rochester. . . . Charlie Funk, advertising-publicity representative working out of the Buffalo office of 20th Century-Fox, is one busy man. He was in Albany working with Dave Weinstein at the Hellman on "Sound of Music," which opens in the state capital on June 16, and in Syracuse working on the same picture with Sam Mitchell at the Shoppingtown, where the production starts May 28. While in Syracuse, Funk conferred with Dave Levin at



William Decker, Massachusetts district manager, Stanley Warner Theatres, stresses the starting time of Buena Vista's "Mary Poppins" on marquee of White City Shopping Center Theatre, suburban Worcester, Mass.

RKO Keith's on a campaign for "Zorba, the Greek," which opens there on June 16. . . . The Women of Variety of Tent 7 honored Gert Bleich at a going-away cocktail party in the Variety clubrooms. Gert, long a faithful worker in all Tent 7 activities, is moving to California. . . . The first demolition in the Batavia, N.Y., II-acre Court street renewal area has been completed in the razing of the Family, Dipson circuit house on Jackson street. . . . Robert Emmett Ginna, co-producer of "Young Cassidy," Sextant production distributed by MGM, was in Buffalo with Norman Pader, MGM ad-pub representative out of the New York MGM exchange, to do some tub-thumping for the production at the Center.

**CHICAGO**

Gloria Swanson arrived here to inaugurate the opening of 1965 Hull House Film Festival. William Doan, director, says the festival is a successor to Midwest Film Festival presented annually by Documentary Film Group of the University of Chicago. Other guests include Kenneth Anger, film-maker; Dr. Ner Littner; the Reverend Ronald Holloway; and Phillip Kaufman. These guests discussed film censorship. Three prizes were awarded, and Miss Swanson introduced her 1929 picture, "The Trespassers." . . . Kim Novak and Richard Johnson arrived here in connection with the new Paramount film, "The Adventures of Moll Flanders." The film opens May 28 at United Artists. . . . Little Gallery of Esquire is exhibiting paintings in oils, charcoals, and pastels of Joan Stull, McHenry, Ill. Dong Kingman, Chinese-American water colorist, is exhibiting a series of scene sketches of Columbia's "King Rat" in the Celebrity Art Gallery of Oakbrook, Oakbrook, Ill. . . . Loop is to become a practically new theatre. The house is presently undergoing drastic changes inside and outside, including new seats and carpeting, new pavement on the outside, new design and decor for the lobby, and many other innovations. Work is being done mostly at night, permitting continuance of film programs. . . . Lake Oak Park, Ill., will show closed circuit telecasts of Clay-Liston championship fight on May 25. The house will also show 49th annual speedway races at Indianapolis on May 31. Tickets are being sold at \$5 on a non-reserved seat policy. . . . Balaban and Katz reported at its recent annual stockholders meeting here that its net earnings for 1964 were \$922,115 (after taxes), or \$3.52 per share, as compared to 1963 earnings of \$762,069, or \$2.90 per share. . . . Ronald W. Olson, attorney for 20th-Fox exchange, has joined the firm of Bergstrom, Brizius, and Olson. . . . Max Mazurhas has formed Theatre Service Company, to handle

advertising and other forms of publicity in this territory. . . . Mrs. Jennie Brasaemele, Gary, Ind., mother of Betty Brasaemele, who is secretary to S. J. Gregory, president of Alliance Theatre Circuit, died after an extended illness. . . . Evanston will exhibit paintings of Sally Francis. . . . State Lake will have world premiere of Universal's "The Art of Love" on June 23. . . . Chodash Restaurant in the Loop offers all night free parking to any patrons who show tickets to a downtown movie, concert, or Legit play. . . . Robert Mitchum was in to boost local premiere of "Mister Moses" at Oriental. . . . Paramount exchange has moved to new headquarters in Mercantile Bldg. MGM and 20th-Fox exchanges were the first to move into the building. Other exchanges will follow suit shortly. . . . J. F. Eckhardt, veteran film executive, named exchange manager for 20th-Fox. R. R. Schmertz is now district manager. . . . More than one million dollars has been raised to date to restore and modernize the Auditorium. Mrs. John Spachner, chairman of the fund-raising committee, says that the house will soon be ready for opening. . . . Word is here that Playboy will soon add stage shows to their bill. . . . Five B and K theatres (Uptown, Varsity, Maryland, State, and Congress) will telecast "live" showing of Cassius Clay-Sonny Liston heavy-weight title fight on May 25. Indianapolis Speedway Race will be telecast "live" at State Lake and Uptown. Tickets for both events are scaled at \$4 for all seats, none reserved. . . . Tim Conway arrives June 1 on behalf of Universal's "McHale's Navy Joins the Air Force." . . . Balaban and Katz has not renewed its lease on Howard and on its Paramount, Marion, Ind. (expired in 1964). In 1964, it wrecked its Marbro and Tivoli. . . . S. J. Gregory, president, Alliance Theatre Circuit, is on an extended European vacation trip. Pete Panagos, promotion manager, has returned from his annual Florida vacation.

**CINCINNATI**

Ground was broken May 10 for Cincinnati Theatres' new deluxe \$750,000 theatre in the Princeton Plaza Shopping Center, suburban Springdale. Located at the corner of Springfield Pike and Kemper Road, the house, tentatively called the Princeton Cinema, will have 1250 seats and parking facilities for 1000 cars. Completion is scheduled for early fall. . . . In observance of the 17th anniversary of the Golden Age Club, Golden Agers and senior citizens are being invited to attend the matinee performances of "My Fair Lady" at the Valley. . . . Bud Urling and Walter Dils, operators of a string of West Virginia houses, are doing their own booking and buying. . . . Denver Moore, is the new manager of the Blue Grass Drive-In, South Shore, Ky., owned by Walter B. Hannah.

**COLUMBUS, O.**

N. Victor Goodman, Columbus attorney, was elected to a one-year term as chairman of the Columbus Film Review Board at the annual election of officers. Mrs. Ann G. Highfield was chosen secretary. Ed McGlone, RKO city manager, is the sole film industry representative on the 15-member board. . . . Whitehall City Council is considering a CATV franchise sought by Whitehall Cable Vision, Inc., formed by a CATV firm from Portsmouth, Ohio. Officials of the Columbus suburb said the door is still open for Columbus cable firms to apply for franchises. . . . Manager Sam Shubouf, Loew's Ohio, has arranged for the presentation of the Sean Connery-James Bond trophy to the winner of the title of Miss Firefighter 1965 at the





Richard Chamberlain, co-star, MGM's "Joy In The Morning," recently visited the MGM Charlotte Exchange. He is seen with, left to right, branch manager Amos Boyette, Hugh McDonald, Betty Beatty, Lois Kiser, Frank Savage, Dot Mitchell, Kathleen Stevens, Kathryn Baucom, Edith Thomas, Lucille Teague, and, kneeling, Robert Bruno, Harry Carver, and Bobby Lynch.

annual Firefighters' Ball June 12 at the Buckeye Building at Ohio State Fairgrounds. Presentation is tied in with the Ohio's revival of "From Russia, With Love" and "Dr. No." . . . Jim McCafferty, assistant theatre editor, Columbus Dispatch, is filling in for vacationing Samuel T. Wilson. . . . Metro-Goldwyn-Mayer features are expected to have central Ohio first-run showings at Academy-Neth neighborhoods and drive-ins plus a scattering of other area auto theatres and neighborhoods. The MGM feature, "36 Hours," opened at several Academy-Neth houses plus West Fifth Avenue auto theatre and the Livingston.

## DALLAS

There will be special youth showing of "The Greatest Story Ever Told" at the Capri on Saturday, May 29, at 9:30 a.m. . . . "Young Cassidy," the film based on the life of Irish playwright Sean O'Casey with Rod Taylor in the title role, had a multiple opening here at the Wilshire, Texas, Jefferson, Garland Road, and Gemini North. . . . A Dusk to Dawn movie jamboree was presented at the Buckner Blvd., Chalk Hill, and Denton Road D-I's with five shows being presented. . . . After six years of being located in Dallas, the booking department of the Paramount exchange has been moved back to Oklahoma City. John Kitts of the local office is moving to Oklahoma City as combination booker and salesman. H. K. Buchanan is also returning and is the only one of the original group who came from Oklahoma and is returning there. . . . "My Fair Lady" rounded out its 24th week at the Tower and still is going strong. . . . The Dallas Motion Picture Board of Review will discontinue its rating system on films appearing here. In accordance with the new city ordinance, there are two ratings for films, "Adult" and "General Audience." The movie ordinance also requires the film exhibitor to classify films being shown. . . . "The Hallelujah Trail," newest film in Cinerama, has been given a tentative opening date of June 30 at the Capri. . . . Leon Blender, vice-president and general sales manager of American International, and his wife were recent visitors at the local exchange. . . . A lengthy meeting was held here by local exhibitors with reference to the

advisability of instituting a test case to determine the constitutionality of the recently enacted Dallas classification ordinance. Local exhibitors are unhappy about the ordinance which will take effect soon. The ordinance requires the exhibitor to make and advertise film classifications, and this may not be done by several of the exhibitors to make a test case. Exhibitors and patrons are subject to penalty in any violation of the ordinance. . . . Joe Jackson, Bill Slaughter, and Bill Williams attended the Variety International convention as representatives of Dallas Variety Tent 17, together with their wives. Also going as alternates are Charles Darden, Ed Galt, and Edwin Tobolowsky, also to be accompanied by their wives. Other Dallas Tent members to attend are Mr. and Mrs. John Rowley, Gordon McLendon, Don Grierson, and Alfred Sack. . . . Herman Goldblatt, owner of the Majestic, Fort Worth, Tex., said that the show isn't over yet as the county evicted him. Goldblatt was served a court order by Tarrant County Commissioners Court demanding that he turn the theatre and building over to the county. The theatre and building have been condemned as part of a proposed 14 block convention center site in downtown Fort Worth. Goldblatt is fighting the condemnation order, claiming that the county has no right to condemn property. He said that he would take the case to the Supreme Court if necessary.

## DENVER

The mile high city of Denver has been chosen to play host to the 1966 "Show-a-Rama IX," the nation's largest theatre owners' convention, it was announced by the board of directors of the Rocky Mountain Motion Picture Association at its annual meeting. The meeting will be co-hosted by RMMPA and Theatre Owners of America, with dates set for March 1, 2, and 3; headquarters will be at the new Denver Hilton Hotel. Special co-chairmen for the event will be Larry Starsmore, Westland Theatres, Colorado Springs, and John Dobson, United Artists branch manager, newly elected vice-president of the Rocky Mountain Association. More than 1,500 members of the motion picture industry from all over the world are expected to attend the 1966 convention.

## DETROIT

Allied Theatres of Michigan members have been urged to contract their representatives in the State Legislature and request they vote against a bill which would permit any city, village, or township to impose an amusement tax on theatre admissions. . . . Buying and booking for Michigan Follies, formerly the Michigan, Flint, has been taken over by Clark Theatre Service. Nathan Schwartz is the new operator of the Follies, which has a combined burlesque and film policy with bills changing weekly. Clark now books 45 theatres in the Detroit exchange area. . . . The display of posters and other materials in their lobbies during Armed Forces Day earned area exhibitors the praise of Fred P. Sweet, theatre committee chairman for the event. Poster material was distributed by film delivery men and prepared by National Film Service. . . . Woodrow R. Praught, former president of United Detroit Theatres chain, has opened an advertising-public relations agency bearing his name in the Francis Palms Building. Agency will specialize in amusement business. Praught headed UDT, AB-PT subsidiary for six years and previously was an executive with Tri-States Theatres, Des Moines, and Minnesota Amusement Co., Minneapolis, both of them also AB-PT subsidiaries.

## HOUSTON

The new Interstate Theatre Circuit's 1,200 seat Parkview will be built at a cost of \$500,000 in Pasadena. . . . Ray Hugger, Ritz, has returned from a buying and booking trip in San Antonio. . . . George Christian, columnist for the Houston Post, has received a tape and tape recorder with a message concerning "Shenandoah" from James Stewart, the star of the film, which will have its world premiere showing here on June 3 at the Majestic. . . . Al Lever, city manager for Interstate Theatres, reported that the demand for the theatre's circuits movie discount cards has reached an all-time high. The cards, which are now being issued by Interstate, are available to youngsters 12 through 17 years of age, and to senior citizens who have reached their 60th birthday. The cards are available for those signing up for the first time at \$1, with the similar price for those renewing the cards. . . . Rowley United Theatres has an "entertainment rating code" at the head of the advertisements in the local newspapers. . . . Getting a screen large enough to exhibit the spectaculars planned for the Houston Astrodome is the big problem facing those who want to use the site to show films during those periods that no entertainment or sporting events are booked. . . . "The Magnificent Men in Their Flying Machines" is scheduled to open at the Northline Cinema I on July 14 for an exclusive engagement. . . . The double bill of "Dr. No" and "From Russia with Love" opened stronger at the Metropolitan than did the showing of "Goldfinger."

## JACKSONVILLE

Dave Roper is the new local branch manager of Dominant Pictures, with offices in the Florida Theatre Bldg. Dominant is owned by Harry Kerr, Charlotte. Roper is also continuing his work as owner and operator of the Enterprise Booking Service, which serves several Florida theatres. . . . O. Glenn Gryder, manager, Howco Film Exchange's shipping station on Houston street, became a grandfather for the first time with the birth of Christopher Glenn Gryder, son of Capt. and Mrs. Robert Gryder, Dothan, Ala. . . .



Robert R. Harris, Jr., son of Bob Harris, Tampa, district supervisor of Florida State Theatres, and Mrs. Harris, was married to Miss Elaine Higginbotham, St. Petersburg. . . . Ensign French B. Harvey, Jr., son of French Harvey, FST director of concessions, is serving a tour of duty aboard a U.S. Navy vessel in the Pacific Ocean. . . . Buford Styles, Embassy representative from Atlanta, came in to call at exhibition booking offices. . . . Patricia Bryan, former Universal booker, is now a patient at the Duval Medical Center. . . . William Baskin, who resigned his booking post with Florida State Theatres, will begin a training period with the Bankers Life Insurance Co. of Iowa on May 31. . . . Henry Haines "Pop" Drayton, 84, died in a local hospital following a brief illness. Pop, who was regarded with warm affection by hundreds of persons in the film industry, retired from Florida State Theatres less than a year ago. He began his association with the industry in 1917 when he began work with Stephen A. Lynch Enterprises, the parent company from which Florida State Theatres evolved.

## KANSAS CITY

Durwood Theatres has appointed Donald Emmert to manage its most recent acquisition, the de luxe downtown Midland. He has been assistant manager at the Capri since last winter, as a preparatory step to the management of the Midland, which also will operate on a reserved seat policy. Emmert now is supervising the remodeling of the Midland prior to its scheduled reopening July 14 with "The Sound of Music." . . . James Leroy continues as manager of the Capri. His new assistant is Marc Grimaldi, who has come from Florence, Italy, and has his first employment in the United States at the Capri. . . . Donald Nutter, an experienced theatre manager from Wichita, Kansas, has taken over management of the circuit's Parkway One and Two on Kansas City's south side. He succeeds Ronald Waller, who resigned to take a position on the west coast. William Deutermann continues as assistant at the Parkway Theatres.

## NEW HAVEN-HARTFORD

Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, and his wife, Nikki, flew home from a fortnight's holiday in San Juan, Puerto Rico. . . . Bob Carney has repainted the Stanley Warner Strand, Hartford, marquee yellow; it had been green for many years. . . . The Lockwood and Gordon Sky-Vue drive-In, Torrington, has new "Early Bird" policy in effect Sunday nights, screening the main feature first. . . . Charles Tolis, Tolis Theatres of Connecticut, sold the Meriden YMCA Industrial Management Club on sponsorship of a showing of Warners' "Cheyenne Autumn" at the Capitol. Meriden. . . . John L. Calvocoressi, Hartford attorney and partner with Bernie Menschell in the Manchester Drive-In, Bolton Notch, has been reappointed by Governor Dempsey to a six-year term on the State Liquor Control Commission. . . . The Israeli film comedy, "Sallah," was shown at the Perakos Elm, under sponsorship of the women's division, Hartford Jewish Federation 1965 campaign. . . . "The Business Indicator," Chamber of Commerce publication, notes that metropolitan Hartford's economy has boomed some 25 per cent in the past four years. . . . I. J. Hoffman, Connecticut Theatre Circuit, and Maurice Bailey, Bailey Theatres, have been named to the honorary board of directors, New Haven Jewish Community Center. . . . George H. Wilkinson, Jr., Motion Picture Theatre Own-

ers of Connecticut president, offered free admission at the Wilkenson, Wallingford, to UA's "Goldfinger" to any patron presenting paper currency of any denomination containing the numbers 007 in part of the serial number. . . . The West Haven education benefit campaign took over the Rivoli for a screening of Paramount's "Come Blow Your Horn." Proceeds went to a scholarship fund. . . . Maurice Bailey's 1800-seat Shubert, New Haven, pre-broadway legitimate playhouse, will host tryout of "The Gift Horse," comedy by screen writers Albert E. Lewin and Burt Snyder, and starring Mickey Rooney on Sept. 13. . . . Nutmeg Theatre Circuit has named Louis Jacobson, second generation exhibition executive, as manager of the County Cinema, Fairfield, Conn. Jacobson is the son of retired exhibition pioneer Morris Jacobson, who headed the downstate Strand Amusement Company for many years. A full-time replacement for Nutmeg's Wilton Cinema, Wilton, Conn., managership, following resignation of Peter Kirby, is yet to be determined. Temporarily, the deluxe showcase is being managed by Nicholas Notopoulos and George Prokopic.

## NEW ORLEANS

Joe Seiferth, Variety Club Tent 35 press guy and free lancing in public relations, advertising and publicity, was recently appointed southern representative for Electronovision. He recently did a bang up job on Electronovision's "Harlow," which had its southern premiere at the Peacock and Civic; and was highlighted by the personal appearance of Ginger Rogers. . . . Buck Prewitt, director of advertising and publicity for Gulf States Theatres, hosted a party in honor of his lady friend, Benet Bishop, Temple, Texas, at the T. G. Solomon Lodge at Dixie Springs

on the fringe of McComb, Miss. . . . Ed Delany, Gulf States Theatres' home office staffer, a golf enthusiast, was in for the \$100,000 New Orleans open golf tournament at the Lakewood Country Club. . . . Paramount Gulf Theatres will close the Cinema, Alexandria, La., an art house, indefinitely. . . . R. E. Hook, operator of the Eutaw, Eutaw, announced the closing of this house. . . . Cecile Bourg is the new office clerk at United Artists exchange. . . . Dottie Harmon, UA "Hello Girl," became a grandmother for the first time when her daughter gave birth to a son. . . . Loew's State has the exclusive to the closed circuit telecast of the 49th annual 500 mile auto race at Indianapolis. Tickets are \$4.50. . . . Sympathy to H. J. Ballam, Hodges Theatre Supply service-man, on the death of his brother. . . . Eddie Stevens, Universal office manager, is recuperating at home from his recent attack of angina pectoris. . . . The local WOMPI recently brought joy and happiness to some 250 orphans from institutions in the metropolitan area; children from the St. Thomas city project; and a bus load from Southeastern Louisiana Hospital, Manderville, at the annual theatre party at the Famous. WOMPI hosts were headed by Mrs. Gene Barnette, service chairman.

## PHILADELPHIA

The new 1400-seat Stanley Warner Plaza, King of Prussia Shopping Center, Upper Merion Township, Pa., opened with the City of Hope participating in benefits of the premiere. House has a 65 feet x 28 feet screen; hi-fi stereo sound with surround speakers; rocking chair seats; free parking for over 5,000 cars; and the most modern of projection equipment including 70mm. . . . The Trans Lux joins the local road-show houses on June

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The 1930 Phantom II Sedan de Ville which "plays" the title role in MGM's "The Yellow Rolls-Royce" is seen in Philadelphia while on its tour of 29 cities. Also seen is Robert Lawrence, English Rolls-Royce expert, who is taking the classic automobile around the country.

30 with 20th Century-Fox's "Those Magnificent Men In Their Flying Machines." Top will be \$3. . . . Irving H. Ludwig, president and general sales manager, Buena Vista; James V. O'Gara, eastern division sales manager; and Herb Robinson, assistant eastern division manager, were in for a series of distribution huddles with Disney sales and theatre circuit executives. . . . Morris Lefko, vice president and general sales manager of MGM; and Herman Ripps, assistant general sales manager; and Mel Maron, roadshow manager, were in. . . . The 49th annual Indianapolis 500 Mile Race on May 31 will be shown on closed circuit television at the Orleans, Randolph and 69th Street theatres. . . . Robert Mitchum, star, United Artists' "Mister Moses" was in in connection with the opening at Milgram's Fox. . . . The city had two circuses playing opposition to each other with the Clyde Beatty-Cole Brothers outfit in South Philadelphia; and the Hamid Morton-Christiani-Wallace show at Front and Erie.

### ST. LOUIS

The deluxe new Clark Towers, an Arthur Enterprises theatre, has started installation of equipment (70/35). They expect to be

open June 1. . . . Dorothy Ptacnik, former secretary to Ronald Krueger, president of Wehrenberg Theatres, has returned to help out in the accounting department the last few weeks. . . . The second annual contest for Manager Of The Year got under way for the D-I managers of Wehrenberg drive-ins under Ronald Krueger, president. The meeting included Claude Pierce, Skyvue Drive-In, Desoto; Clyde Patton, King-Cal Drive-In, Fulton; Terry Wells, Ronnie's Drive-In; Guy Smith, 66 Park-In; and Arthur Hayden, South Twin Drive-In. . . . Norma Omahundro, National Screen Service booker, retired to await the stork.

### SAN ANTONIO

For the 15th consecutive year, Interstate Theatres, Inc., is sending movie passes to 6,500 school teachers in the San Antonio area. The passes, good for a teacher and a companion at either the Majestic or the Aztec, are in the form of a letter from George M. Watson, city manager of the circuit. Similar letters also will be mailed to 222 members of the "Mama Patrol" school crossing guards. In his letter, Watson congratulated the teachers on the successful conclusion of another school term. In writing to the Mama Patrol, Watson says, "Records indicate that during the entire history of the school crossing guard, not one death or major injury has occurred to a child at intersections in the vicinity of schools during the hours that members of the Mama Patrol were on duty." . . . Mr. and Mrs. Gordon B. Dunlap and their grandchildren are motoring to Los Angeles, Calif., to visit their son, a prominent attorney. On the way, Dunlap, head of Azteca Films exchange here, is visiting and making contacts with business accounts. . . . Lisa Davis, beautiful blonde who looks much like the famed movie actress of years gone by, was voted winner of the "Jean Harlow" contest sponsored by the San Antonio Express-News, radio station KTSA, and the Woodlawn, where the Electronovision version of "Harlow" is now being shown. First runnerup was Deborah Cunningham, and Lynn McCollough was second runner-up. Miss Davis receives a \$350 wig, a \$150 necklace, and a \$150 wardrobe. All three will receive an all expense paid three day trip to the Lost Valley Guest Ranch in Bandera and Houston's Houstonaire Motor Hotel. . . . Ray Hugger, associated with the Ritz, Houston, Tex., was in for a buying and booking trip at the Azteca Film Exchange. . . . Wanda Smith has been named

The San Antonio Motion Picture Advisory and Reviewing Board has changed its name to the San Antonio Motion Picture Council. . . . "Synanon," highly praised picture about a center for dope addicts, will open at the San Pedro, Bandera Road, Mission, and Town D-I's. Columbia Pictures is sharing profits of the showings with Synanon Foundation. . . . B. L. Collins, Sr., executive vice-president of Corpus Christi Theatres, Corpus Christi, Tex., has announced a new twin indoor will be built in the Parkdale Plaza Shopping Center. To be known as the Deux Cine, it will have one auditorium with 500 seating capacity and one with 700. The common lobby will be highlighted by intaglio glass wall building units across the front, nearly 2,000 units of the decorative glass brick being required. In addition to a 60-foot marquee, the theatre will provide a "weather-free" covered unloading area at the entrance. . . . The new American has been opened in Austin, Tex., by Trans-Texas Theatres, with headquarters in Dallas. Earl Podolnick, president of the circuit, makes his home in Austin.

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Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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SECTION TWO

Vol. 73 No. 18

MAY 26, 1965

## AMERICAN-INT.

### Beach Blanket Bingo

COMEDY WITH MUSIC  
98M.

(6503)

American-International  
(Panavision) (Pathecolor)

ESTIMATE: Teeners will enjoy latest beach bash.

CAST: Frankie Avalon, Annette Funicello, Deborah Walley, Harvey Lembeck, John Ashley, Jody McCrea, Donna Loren, Marta Kristen, Linda Evans, Bobbi Shaw, Don Rickles, Paul Lynde, Buster Keaton, Earl Wilson. Produced by James H. Nicholson and Samuel Z. Arkoff; co-producer, Anthony Carras; directed by William Asher.

STORY: Frankie Avalon, Annette Funicello, and the beach gang take skydiving lessons from Deborah Walley and John Ashley at Don Rickles' skydiving school, after seeing Walley do a free-fall dive from a plane as a publicity stunt for singer Linda Evans. When mermaid Marta Kristen rescues surfer Jody McCrea from drowning, press agent Paul Lynde turns it into more publicity for Evans and invites the gang to a party at Evans' home. McCrea takes Kristen to the dance the next night, where Walley flirts with Avalon to make Ashley jealous, while Evans sings for columnist Earl Wilson. The next day, after a wild chase, the beach gang saves Evans, who has been kidnapped by Harvey Lembeck's motorcycle gang, from a perilous sawmill fate at the hands of mad pool shark Timothy Carey. As Kristen returns to the sea forever, McCrea joins Evans, and Avalon and Funicello succeed in reconciling Walley and Ashley.

X-RAY: AIP is staying with its success-proven formula in this fifth beach epic, aimed directly at the teenage market. The kids will enjoy the nonsensical, bikini-filled comedy with its 10 forgettable but tuneful songs. Excusing the choppy editing as fast pacing, the production values are generally good, with adequate direction, and color a definite asset. The competent performances by regulars, Lynde, and newcomer Evans, help make this an exploitable entry for the teen trade. The screenplay is by William Asher and Leo Townsend.

AD LINES: "The Beach Party Gang Goes Sky Diving!"; "Any Number Can Play . . . But It's Better With Just Two!"; "It's The Game That Separates The Girls And The Boys . . . Into Groups Of Two."

### Go Go Mania

MUSICAL  
70M.American International  
(English made)

(Technicolor) (Techniscope)

ESTIMATE: Musical strictly for teens.

CREDITS: Matt Munro, Susan Maughan, The Animals, The Honeycombs, The Rockin' Ber-

ries, Herman's Hermits, The Nashville Teens, The Four Pennies, Billy J. Kramer and The Dakotas, The Fourmost, Sounds Incorporated, Peter and Gordon, Tommy Quickly and The Remo Four, Billie Davis, and The Beatles. Produced by Harry Field; directed by Frederic Goode.

CONTENT: All of the aforementioned, some of Britain's top recording stars, appear herein for a number or two introduced by Jimmy Saville.

X-RAY: Sixteen British musical groups, or in a few cases, singles, appear here one after another in echo chambers, and the resulting sounds are sure to be recognized by the teen set although most sound alike to adults. Two are girls, and you can tell because they're dressed differently from the boys. Added to the noisy soundtrack are the screams of an audience composed of affected teens, who are moved no end. The presentation is well-mounted, and color helps, with the direction and production capable. The most famous group of all, The Beatles, are to be seen doing a number at the start. It can do business with a proper campaign directed at the youngsters, who never seem to tire of this kind of music.

AD LINES: "See And Hear 16 Great Acts With The International Beat That's Rockin' The World!"; "The Musical Show That's The Wildest Of Scream Sessions."

## COLUMBIA

### The Collector

DRAMA  
119M.Columbia  
(Color)

ESTIMATE: Intriguing, off-beat drama.

CAST: Terence Stamp, Samantha Eggar, Mona Washbourne, Maurice Dallimore. Produced by Jud Kinberg and John Kohn; directed by William Wyler.

STORY: Terence Stamp, young bank clerk whose hobby is collecting butterflies, is lonely for female companionship. When he wins a large amount of money on a pool in England, he buys a house in the country and begins to plan on acquiring feminine companionship. He spots Samantha Eggar, an art student, and follows her unobtrusively until he knows her and her routine well. He kidnaps her and imprisons her in a basement of the house. She tries over a time to gain her freedom. Eventually, he promises to release her if she will act friendly and talk to him. He doesn't try to force sex on her, although there are several tension-packed moments. In an unguarded moment, she hits him with a shovel, which requires his getting medical attention for several days. He returns to find her stricken with pneumonia. He tries to get her some pills, but she is dead when he returns. He buries her in back of the house and begins to wonder about a replacement, possibly one of the nurses he came in contact with at the hospital.

X-RAY: This story of a lonely, mentally disturbed young man who wants feminine companionship on his own terms is a relatively simple one. Yet it is an intriguing one that holds interest on high throughout. The result is a drama that will be acceptable both in the art spots and regulation houses where adult audiences want something a bit different. Performances are fine, and the direction and production are good. Color adds to the effectiveness of the presentation. The screenplay is by Stanley Mann and John Kohn, based on the novel by John Fowles.

AD LINES: "He Collected Butterflies And Girls!"; "Beware Of 'The Collector' As He Roams The Cities Looking For Girls To Add To His Collection."

## EMBASSY

### Dingaka

MELODRAMA  
98M.Embassy  
(Color)

(Filmed abroad)

ESTIMATE: Off-beat tale of an African native's search for vengeance is okay for program.

CAST: Stanley Baker, Juliet Prowse, Ken Gampu, Siegfried Mynhardt, Bob Courtney, Gordon Hood, George Moore, Hugh Rouse, Simon Swindell, Willem Botha, John Sithebe, Paul Makgoba. Written, produced, and directed by Jamie Uys.

STORY: Ken Gampu is a member of a small tribe ruled by witch doctor John Sithebe, who plays on superstition. At the annual combat contest, Paul Makgoba, reigning champion, is defeated. He seeks a formula from the witch doctor to help him regain his crown. One of the things he is told to do is to eat the heart of a young, twin girl. Shortly afterwards, one of Gampu's twin daughters disappears. A search fails to reveal her whereabouts and he turns to the witch doctor. Upon being threatened with violence Sithebe reveals that Makgoba killed her. He also places a curse on Gampu. When his wife tries to get this revoked, she slips and falls to her death. After burying her, Gampu is determined to carry out his tribe's law of revenge and follows Makgoba to Johannesburg. He eventually catches up with him and attempts to kill him. Gampu is jailed. Successful attorney Stanley Baker is assigned to the case, which he accepts with great reluctance, having become spoiled by success. Gampu refuses to help him with the defense. This stimulates Baker's irritation with the situation as well as with his wife, Juliet Prowse, who is contemptuous of her husband's attitude. As time passes, the latter situation is resolved when she is going to have a baby. Gampu is sentenced to two years at hard labor, but he soon escapes and returns to the tribe to find that the witch doctor is really responsible for his daughter's death. Baker



and Prowse follow to bring him back. Gampu kills the witch doctor and is not punished by the gods. The whole tribe rejoices. He accompanies Baker and Prowse back to Johannesburg, hoping for justice.

**X-RAY:** An off-beat story is told amid an authentic air bolstered by scenes with natives, the South African countryside, and the city of Johannesburg, all in revealing color. The result is one that should be right for the program. The adventure drama has imagination, thrills, action, goings on in the hidden jungle, as well as proper performances and adequate direction and production. The music, both savage and touching on the modern, is a plus factor that can help the presentation. The screenplay is based on a stage play of the same name.

**AD LINES:** "Dingaka' Lifts The Veil Of Secrecy On The African Continent"; "A Native Tribe Unveils Its Hidden Customs To The Secret Cameras."

## II Successo

Embassy  
(Italian-made)  
(English titles)

DRAMA  
103M.

**ESTIMATE:** Interesting import.

**CAST:** Vittorio Gassman, Anouk Aimee, Jean-Louis Trintignant, Leopoldo Trieste, Cristina Gaioni, Umberto D'Orsi, Riccardo Garrone. Directed by Mauro Morassi, produced by Mario Cecchi Gori.

**STORY:** Vittorio Gassman, endowed with a good job with a real estate company; an attractive wife, Anouk Aimee; a good friend, Jean-Louis Trintignant, is consumed with a desire for success and wealth. He learns that his firm is to build a housing development in Sardinia and decides to buy an adjacent parcel of land, which should make his fortune. He has difficulty raising the needed funds after the down-payment and works all his friends and other angles, even to practically begging for handouts. His firm discovers what he did, and he is fired. In his drive for funds, he is not adverse to persuading his father to abandon his home on his farm and selling the property, forcing him to come and live with him and Aimee. The latter, who works for a foreign embassy, has been resisting efforts to get her to go to another country for a short period because she didn't want to leave Gassman. His money raising results in breaking up his marriage as well as his friendship with Trintignant and in breaking the heart of his father. Time passes, and he becomes wealthy and also lonely, with a mistress doing little to alleviate his situation.

**X-RAY:** This story of an opportunist who refuses to allow friends or family to stand in the path of success is interesting and well-done, and art house audiences should accept the end result in adequate fashion. The performances are quite good, and direction and production are efficient and proper. The story and screenplay are by Ettore Scola and Ruggero Maccari.

**AD LINES:** "He Climbed Over Everyone To Reach Success"; "He Allowed No One To Stand In His Path To Wealth And Success."

## PARAMOUNT

### The Amorous Adventures Of Moll Flanders

Paramount  
(Made in England)  
(Panavision)  
(Technicolor)

COMEDY  
126M.

**ESTIMATE:** Naughty but nice funfest for adults.

**CAST:** Kim Novak, Claire Ufland, Richard Johnson, Angela Lansbury, Vittorio De Sica, Leo McKern, George Sanders, Lilli Palmer,

Peter Butterworth, Dandy Nichols, Noel Howlett, Cecil Parker, Barbara Couper, Daniel Massey, Derren Nesbitt, Ingrid Hafner, June Watts. Produced by Marcel Hellman; directed by Terence Young; associate producer, Richard Hellman.

**STORY:** In the year 1720, Kim Novak as a child in an orphanage has high ambitions. By the time she's 17, she's a servant in the household of a small town mayor and is treated by the family, or at least by the men, as one of them. Both sons take an active interest in the well-developed girl, and she is smitten with the eldest, Daniel Massey, who talks of marriage until she succumbs to his advances. When he goes away, she decides to marry the younger, Derren Nesbitt, an idiot type. He is drunk much of the time, and while under the influence has a fatal accident, leaving her a poor widow. She finds a job with fading noblewoman Angela Lansbury and her husband, penniless count Vittorio De Sica. She is sent to London with the baggage and in Lansbury's clothes. The other stage coach passenger, banker George Sanders, takes her for a lady, and she encourages his friendliness. Enroute, they are held up by highwaymen Richard Johnson and Leo McKern, and she manages to save Sanders' watch. Johnson has a hatbox bearing the name of Lansbury, who he thinks is Novak and a widow. He decides to masquerade as a wealthy sea captain, marry her, and live on her money the rest of his life. With the help of fence Lilli Palmer, to whom he has made love often, he pays court to Novak and they fall in love. They confess their real identities, and he goes off to make his fortune, after which he promises to come back. When Lansbury catches De Sica making a play for Novak, she has him arrested and sent to debtor's prison. She fires Novak, who renews her acquaintance with Sanders, who marries her. On their wedding night, she sees Johnson and McKern pursued by the authorities and leaves Sanders to catch up with Johnson. Failing this, she turns to Palmer for help, who encourages her to steal. She, Johnson, and McKern wind up in jail, and they are sentenced to be hanged. A prison inspection party includes Sanders, who upon seeing her falls dead of a heart seizure. Lansbury arranges for her to buy her way out of jail with her inheritance, and she also buys pardons for Johnson, McKern, De Sica, Palmer, etc. They all set sail for America with Johnson and Novak married aboard ship.

**X-RAY:** Highly reminiscent of "Tom Jones," his female counterpart, Kim Novak as Moll Flanders, is not above loving men of means to get ahead in the world or men of no-means for love. This entry offers fun, frolicking, and finagling, and audiences should get a charge out of the on-screen proceedings even though they are a bit on the long side. A cast of known reputes performs well, and direction and production are of a quality nature. It should make a pleasant morsel for adult viewers if a preview audience's reaction is any criterion. Long live Moll Flanders, a healthy wench. By the by, another item can arouse curiosity of would-be viewers—herein is where Kim Novak fell in love with husband Richard Johnson. The screenplay is by Denis Cannan and Roland Kibbee, based on the works of Daniel Defoe. Technicolor provides a fine added touch. The film, of course, is not for the very young.

**TIP ON BIDDING:** Higher bracket.

**AD LINES:** "She Was The Lovinest Wench In Merrie Olde England"; "A Fun Film For Adults Only In Revealing Technicolor."

### DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered and indexed, and punched for a standard ring binder. Establish your seasonal set.

## 20th-FOX

### A High Wind In Jamaica

DRAMA  
20th Century-Fox 104M  
(CinemaScope)  
(Color by DeLuxe)

**ESTIMATE:** Off-beat drama can go art or regular.

**CAST:** Anthony Quinn, James Coburn, Dennis Price, Gert Frobe, Lila Kedrova, Kenneth J. Warren, Nigel Davenport, Isabel Dean, Viviane Ventura, Benito Carruthers, Charles Hyatt, Dan Jackson, Deborah Baxter. Produced by John Croydon; directed by Alexander Mackendrick.

**STORY:** Following a hurricane which ruins their house in Jamaica, Nigel Davenport and his wife, Isabel Dean, decide to send their five youngsters back to England for a proper education. A few days out, the vessel they are on is captured by pirates headed by captain Anthony Quinn and mate James Coburn. The five children plus two others are accidentally locked in the hold of the ship, much to Quinn's surprise. The youngsters make the superstitious crew uneasy, and they are glad to reach a friendly haven and the bawdy house run by Lila Kedrova. The latter has heard the alarm that is out for Quinn because of the children and forces them to leave port, especially after one of the boys falls to his death from a window. The crew wants to get rid of the children as rapidly as possible. One, Deborah Baxter, is wounded by a falling spike, and Quinn attempts to give what care he can. When a Dutch vessel commanded by Gert Frobe is sighted, the men want to board and plunder her, but Quinn refuses, preferring instead to place the children on her. The crew mutinies, and Quinn is tied up while the others attack the vessel. They are interrupted by the arrival of a British naval vessel which takes them all into custody. Just prior, Frobe came to the bedside of Baxter with a knife asking her to cut his bonds. Hysterically, she stabs him instead. In court, Baxter, under merciless cross examination, blames Quinn and the others for the murder. The pirates are sentenced to be hanged.

**X-RAY:** The children pictured herein are not the accepted version of what youngsters should be like. Instead, these are savage, uncaring, living in a world of their own. Their actions and manner fail to evoke any sympathy from viewers, nor does anyone, possibly with the exception of Anthony Quinn as the captain amongst pirates, who has a heart. The story holds interest fairly well, and the cast, direction, and production are good. Color makes it more acceptable. It can go in the art spots or in the regulation spots. In the former, it can be sold as a film that contains some unusual dramatic aspects, while in the latter, it can be sold as an adventure yarn involving youngsters, pirates, etc., although it's not a very happy or satisfying tale from that viewpoint. The screenplay is by Ronald Harwood, Denis Cannon, and Stanley Mann, based on the novel by Richard Hughes. Incidentally, Deborah Baxter will remind viewers of Hayley Mills when she was a child of 10.

**AD LINES:** "Everyone Remembers Anthony Quinn And Lila Kedrova From 'Zorba The Greek' . . . Don't Miss Their Latest—'A High Wind In Jamaica'"; "When A Band Of Children Are Unwanted Visitors On A Pirate Vessel, Almost Anything Can Happen."

### Von Ryan's Express

MELODRAMA  
20th Fox 117M  
(Color by Deluxe)  
(Filmed abroad)

**ESTIMATE:** Good action and suspense entry.



**CAST:** Frank Sinatra, Trevor Howard, Raffaella Carra, Brad Dexter, Sergio Fantoni, John Leyton, Edward Mulhare, Wolfgang Preiss, James Brolin, John Van Dreelin, Adolfo Celi. Produced by Saul David; directed by Mark Robson.

**STORY:** A prisoner-of-war camp in Italy has been having some rough going until American Air Force Colonel Frank Sinatra arrives. As the senior commanding officer among the prisoners, he is able to better conditions. The news that the camp is to be taken over by Germans as the Allies drew closer brings on a mass escape. This is contained, and they are loaded aboard a prisoner-of-war train heading for Germany. They eventually take over the train. Sinatra and second-in-command Captain Trevor Howard map out a route with Italian cooperation, which could take the train away from its destination in Germany and bring it to the Swiss border. After several narrow escapes, they accomplish most of their mission until the suspicious Germans send a train in pursuit. There is a showdown at the Swiss frontier. Sinatra is killed, but hundreds get across to safety.

**X-RAY:** Lots of thrills, much suspense, and a generous amount of action are to be found in this adventure yarn that holds interest on high to the very end. A preview audience sat enraptured by the on-screen proceedings enhanced by fine acting, good production, and competent direction. The use of color provides an assist, and viewer reaction should be most impressive. Frank Sinatra, once again, proves himself a masterful actor, and he receives some excellent support. The screenplay is by Wendell Mayes and Joseph Landon, based on the novel by David Westheimer.

**TIP ON BIDDING:** Higher bracket.

**AD LINES:** "An Express Loaded With Action And Adventure That Roars Toward Life and Death"; "They Were Ready To Gamble Their Lives On 'Von Ryan's Express'."

## UNIVERSAL

### Flower Drum Song

(6512) MUSICAL  
Universal 131M.  
(Color) (Panavision)  
(Reissue)

**ESTIMATE:** Reissue is highly entertaining, pleasure-packed musical.

**CAST:** Nancy Kwan, James Shigeta, Myoshi Umeki, Juanita Hall, Benson Fong, Jack Soo, Victor Sen Yung, Kam Tong. Produced by Ross Hunter; directed by Henry Koster.

For complete review please refer to page 4883, November 22, 1961.

### Imitation Of Life

(6511) DRAMA  
(Eastman Color) 124M.  
Universal  
(Reissue)

**ESTIMATE:** Reissue is high rating drama.

**CAST:** Lana Turner, John Gavin, Sandra Dee, Susan Kohner, Robert Alda, Dan O'Herlihy, Juanita Moore, Mahalia Jackson, Karen Dicker, Terry Burnham, John Vivyan, Lee Goodman, Ann Robinson, Troy Donahue, Sandra Gould. Produced by Ross Hunter; directed by Douglas Sirk.

For complete review, please refer to page 4558, February 11, 1959.

### Mirage

(6514) DRAMA  
Universal 109M.

**ESTIMATE:** Very good suspense thriller.

**CAST:** Gregory Peck, Diane Baker, Walter Matthau, Kevin McCarthy, Jack Weston, Leif Erickson, Walter Abel, George Kennedy, Robert H. Harris, Anne Seymour, House B. Jamison, Hari Rhodes, Syl Lamont, Eileen Baral, Neil Fitzgerald, Franklin E. Cover. Produced by Harry Keller; directed by Edward Dmytryk.

**STORY:** Shortly after a power failure plunges one of New York's tallest buildings into darkness, Walter Abel, leader of a peace movement, plunges to his death. While leaving the building, Gregory Peck bumps into Diane Baker, who recognizes him. He doesn't know her. Others profess to know him but again he is puzzled. Returning to his apartment, he is threatened by a gun held by Jack Weston who wants to kidnap him and take him to a mysterious major. He knocks Weston out and throws him out. When he wants to file a complaint with the police, he finds that he cannot answer any of the vital statistics. He tries a psychiatrist, Robert H. Harris, convinced that he has amnesia, but Harris thinks he is in trouble with the police and sends him away. He then hires private detective Walter Matthau and they return to the building, only to be faced by thug George Kennedy and a gun. They get away. The next day, Peck finds Matthau murdered. He again meets Baker, who won't reveal what she knows of his history but does take him to the apartment of the elevator starter who recognized him. He finds the man, Neil Fitzgerald, murdered, and they narrowly escape an encounter with the police. Near his building, he is faced by Weston and Kennedy again. He uses Weston as a shield which doesn't deter Kennedy, who kills Weston. Peck returns to Harris, who helps him recall part of his past. He was a physiochemist who worked for Abel, using his talents for peaceful means. He discovered a means for neutralizing the effects of nuclear explosions and flew east to deliver the formula to Abel, who asked him to turn it over to Major Leif Erickson, who planned to use it for personal gain. When Peck and Abel are alone, Peck sets fire to the paper as the lights go out, and Abel falls out of the window trying to retrieve the paper. The shock brought on Peck's amnesia. In a showdown, Baker saves Peck from Death, and Erickson is apprehended for his wrongdoing. Baker and Peck are reunited.

**X-RAY:** This entry starts out on a note of excitement and maintains its suspense and aura of mystery pretty much throughout. It's well made and offers the viewer thrills, comedy, melodrama, action, and lots of intrigue. The over-all result is a good piece of entertainment. Performances are competent, and direction and production are superior. Promotion and attendant hoopla could put this in a highly acceptable category box-officewise. The screenplay is by Peter Stone, based on a story by Walter Erickson.

**TIP ON BIDDING:** Higher bracket.

**AD LINES:** "An Unusual Thriller Guaranteed To Keep You Guessing To The Revealing Climax"; "An Unusual Experience In Suspense."

## WARNERS

### The Battle Of The Villa Fiorita

(458) DRAMA  
Warners 111M.  
(Technicolor)  
(Panavision)  
(Filmed abroad)

**ESTIMATE:** Uneven romantic tale aimed at the gals.

**CAST:** Maureen O'Hara, Rossano Brazzi, Richard Todd, Phyllis Calvert, Martin Stevens, Elizabeth Dear, Olivia Hussey, Maxine Audley, Ursula Jeans, Ettore Manni, Richard Wattis, Finlay Currie, Clelia Matania, Rosi Di Pietro. Produced, directed, and written by Delmer Daves.

**STORY:** Maureen O'Hara, happily married

to English diplomat Richard Todd and devoted mother of Martin Stevens and Elizabeth Dear, is assisting in putting on a local Festival of Arts. She meets attractive Italian composer Rossano Brazzi, who falls in love with her. He wins the Gold Medal at the Festival and also wins the heart of O'Hara, who tries to resist but can't. She tells Todd of her love affair, and he tells her she is free to go to Italy with her lover. Todd breaks the news to the children, who decide that they will go to Italy to bring their mother back. O'Hara and Brazzi are at his luxurious villa, and she is unashamedly and completely in love. The children find their way to the villa and declare their intention. They have an ally in Brazzi's daughter, Olivia Hussey. The children refuse to eat and generally make life miserable for the two lovers. Brazzi determines to get rid of them, but Stevens and Hussey flee in a small boat during a storm. They are nearly killed and the experience is enough to convince O'Hara that her place is with her husband and children although she will always love Brazzi.

**X-RAY:** This is obviously aimed at the ladies, who will best appreciate the lushly produced tale of infidelity and mother love. There is something unpleasant in the spectacle of children trying to break up the love affair of their parents. The result is an uneven tale in which one has a certain amount of difficulty sympathizing either with the precocious youngsters or the adults who insist on behaving like children. It may be a great love affair, but it plays with a leer for every romantic sigh. O'Hara is beautiful as always and Brazzi is every inch the romantic Italian lover. Settings are lavish and costumes are beautiful, so there is plenty for the ladies to look at. The work is based on a novel by Rumer Godden. Despite the presence of the youngsters, the story isn't for the very young. There are moments of humor as well as possible tragedy, and the film can't seem to make up its mind whether to play for laughs or tears. The whole thing leaves one with the feeling that it is a slightly unreal situation involving slightly unreal people.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "An Unconventional Love Affair . . . And The Unconventional Children Who Vowed To Destroy It"; "She Found The Love Of Her Life . . . But Was It Too Late?"

## MISCELLANEOUS

### Harlow

Magna DRAMA  
(Electrovision) 109M.

**ESTIMATE:** Reputed biography of former film star is mildly entertaining.

**CAST:** Carol Lynley, Ginger Rogers, Efrem Zimbalist, Jr., Barry Sullivan, Hurd Hatfield, Lloyd Bochner, Hermione Baddley, Audrey Totter, John Williams, Audrey Christie, Michael Dante, Jack Kruschen, Celia Lovsky, Robert Strauss, Sonny Liston, James Dobson, Cliff Norton. Executive producer, Brandon Chase; produced by Lee Savin; directed by Alex Segal; a Bill Sargent production.

**STORY:** Carol Lynley as Jean Harlow is spotted playing bits by actor Lloyd Bochner, who gets director John Williams to test her. She is given a sizeable role in a feature film, which makes her a star. This makes her mother, Ginger Rogers, and her stepfather, Barry Sullivan, happy as they start to live in the style they like. Lynley has a feud going with actor Efrem Zimbalist, Jr., who thinks little of her acting talent. She is attracted to studio executive Hurd Hatfield, and this culminates in marriage. This becomes a nightmare to her as he can not consummate the event, and she seeks male entertainment elsewhere. The marriage ends when he commits suicide. Hermione Baddley as Marie Dressler convinces her that she should go off by herself somewhere and

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really learn how to act. Lynley returns only when she learn that Rogers needs her. Jack Kruschen as Louis B. Mayer hosts a welcome back party for her where she again meets Zimbalist, who has changed his opinion of her. They fall in love. All seems to be going well in films, and she plans to wed Zimbalist when she is taken mortally ill and dies in his arms.

X-RAY: The misadventures of Carol Lynley as Jean Harlow are only moderately in-

teresting in this overlong drama that purports to tell the story of the famed former movie star. Some of the scenes and situations are forced and dull, and the acting is no more than adequate while the production and direction are fair. It probably will sell best because of the furor created by the recent book on Harlow and the attendant publicity that the various productions and intended productions have been receiving. Some of the language is a bit on the adult side, and it's certainly not an entry for the very young. Carol Lynley is passable as the late star,

and the support she receives is okay. As for the Electronovision process, this shows improvement over preceding efforts in the medium, and also demonstrates that it can be used with success in film making if everything else is also suitable. Karl Tunberg wrote the screenplay.

TIPS ON BIDDING: Program rates, depending on situation.

AD LINES: "The Fabulous Harlow—Her Story"; "The Film Everyone Has Been Waiting For."





MAY 26, 1965

SECTION THREE  
Vol. 73 No. 18

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## United Screen Arts Ties In With U.S. Suzuki Promotion

United Screen Arts' director of production and advertising, Harry Koplan, has set a \$2 million cooperative tie-in with the United States Suzuki Motor Corporation and the 300 plus Suzuki dealers throughout the country, it was announced today by U.S.A. President Dale Robertson.

The promotional tie-in, timed to the release of U.S.A.'s teen-age musical, "A Swingin' Summer," will mark the first time that theatre patrons will receive a gift worth more than the cost of admission.

Under the United Screen Arts pact, Suzuki will co-operate with U.S.A. on the release of "A Swingin' Summer" in supplying exhibitors with free gift certificates, lobby show cards, as slicks, lobby display of bikes, free ride certificates, advance promo trailer and other material for in-theatre display, including giant blow-ups of the film's stars James Stacy, Raquel Welch, Gary Lewis and The Playboys and the Righteous Bros., all riding Suzuki bikes.

In addition, United Screen Arts will extend cooperation to the 300 Suzuki dealerships via the extensive "A Swingin' Summer" national radio and television advertising drive. The dealers, in return, will provide exhibitors of the film with free window and display space in the Suzuki showrooms nationwide.

In a most unusual tie-in, exhibitors throughout the country will offer free rides and instruction on the Suzuki World Grand Prix winning light weight motorcycle. The established national rate for this ride and instruction is in excess of two dollars per hour. The \$2 million figure is based on a minimum estimate of one million box office customers in the 300 markets where Suzuki dealerships are located.

Although Suzuki bikes are seen in the film, United Screen Arts didn't close the deal until after "A Swingin' Summer" was screened for Suzuki U.S. head Jack McCormack and marketing director Lloyd Settle. Commenting on the unique arrangement, McCormack said, "In 'A Swingin' Summer' we find a vehicle which is bound to reach our primary market—the distinctively affluent American male and female in their late teens and early twenties." McCormack further stated that it is this highly unusual promotion and marketing approach that has moved Suzuki into third place among light weight motorcycle sales in just 15 months of operation in the United States.

The "A Swingin' Summer" press book devotes two full pages to the details of the Suzuki tie-in and suggestions for further exhibitor-dealer promotion.

## The "Wild West" Lives Again At Denver Premiere Of "Cat Ballou"

The "Wild West" was brought to life again recently when Harold Hecht's hilarious western spoof "Cat Ballou" was launched at its gala world premiere at the Centre Theatre, Denver, amidst the most spectacular madcap festivities this Rocky Mountain city has seen since the last outlaw "bit the dust" on the city's main street.

Climaxing a week-long promotional salute staged by Columbia Pictures, the center of attention was the "hanging" of "Cat Ballou," the dauntless heroine of the film, on the lawn of Colorado's State Capitol the day prior to the premiere. The gaily decorated gallows represented the first "Boutique" gallows ever constructed in the Wild West.

In attendance at the hanging and world premiere of the Jane Fonda starrer were state and city dignitaries, including Colorado's

Governor John A. Love, nation-wide press representatives and stars of the Columbia Pictures release Jane Fonda, Lee Marvin, Michael Callan, Stubby Kaye and Tom Nardini and producer Hecht.

Columbia Pictures representatives attending the premiere included vice-president Robert S. Ferguson, studio executive Jonie Taps, Merchandising manager Roger Caras, studio exploitation manager John Thompson and Columbus contract players Jill Donohue and Beverly Adams.

Pre-premiere festivities included a gigantic square dance which filled 16th Street in front of the Centre Theatre. In addition, one of the nation's most famed mounted riding troupes, the Lakewood Westernaires, put on one of their spectacular exhibitions of horsemanship, executing precision formations for the delight  
(Continued on page EX 680)



The recent world premiere of Columbia's "Cat Ballou" was danced in in front of the Center, Denver, Colo., in a revel highlighting week-long festivities staged to promote the hilarious western spoof and which included mock hangings, grand balls, parades, cocktail parties and barbecues attended by scores of dignitaries, including Colorado's Governor, Columbia Pictures executives, and a host of the picture's stars.



# Governor Films' Head Advocates Use Of 'Gimmicks' To Plug Pics

"The success of many films could be better assured if both exhibition and distribution utilized 'conversation piece' promotional tools in their local campaigns for stimulating word-of-mouth about current and coming attractions," says David Emanuel, president of Governor Films.

Following the proverb "practice what you preach," Emanuel has devised several items as exploitation devices for many of his company's product in the last five years. "These special giveaways generate discussion," he emphasized, "and have worked exceedingly well, acting as catalysts in creating interest for specific features, and serving as incentives to whet the appetite of potential patrons.

"These creative conversation pieces, which get patrons talking about the pictures in question, must be gimmicked so as to provide 'a charm, a challenge or a chuckle,' and experience proves that they are taken home by the recipients. For example, Governor has made arrangements with theatre owners booking our latest release, 'Carry On Spying,' to pass out an ingenious decoding and intelligence kit to moviegoers in advance of the film's play-date. This IQ test contains humorous material and photographs inherent to the basic premise of this spy spoof, and capitalizes on the current trend towards this type of film," he said.

Some of Emanuel's previous conversation pieces have included a satiric Report Card for "Carry On Teacher," the "Doctor In Distress" Photo Quiz, a souvenir postcard from "Carry On Constable," and the archetype of Emanuel's promotional gags, the daffodil that was prominently featured in "Carry On Nurse." When the flower was presented after the performance, it furnished each patron with a final, unsuspected laugh, but more importantly, something to talk about after getting home, thereby creating additional audiences.

Along with Governor's current attraction, audiences will receive a physical fitness pamphlet tied in with the release of "Hercules Against The Moon Men," and a bejewelled Cleopatra card will be distributed in conjunction with the company's forthcoming "Carry On Cleo." Embossed on the card will be the tag line—"for hilarious navel maneuvers, you can carry on with this Jewel of the Nile."

"Distributors should encourage exhibitors to use these devices to their utmost. These 'talk-provokers' take time and effort to prepare and involve creative talents that should not be wasted. Not only do they offer the extra boost and power at the boxoffice, they serve the more important purpose of exciting showmen to do a job. Conversation pieces are a cornerstone of good local showmanship, and this is the basic key to the continued health of the industry," Emanuel concluded.

## "Dingaka" Standee

Embassy Pictures has created and will make available to exhibitors a unique illuminated full-color three-dimensional standee display for Joseph E. Levine's "Dingaka."

One of a series of unusual advertising accessories, the display, which measures 44"x 80", captures the exciting adventure and drama of the film which stars Stanley Baker and Juliet Prowse.



Keith Hendee, Gateway, Ft. Lauderdale, Fla., is shown presenting the winning trophy to rider Sam O'Neil of the "Major Dundee Trot" at the Pompano, Fla., Harness Raceway in a promotion for Columbia's "Major Dundee."

## Institute Ties-In

An extensive national promotional tie-in for "Operation Crossbow" has been set by MGM with the American Institute of Aeronautics and Astronautics.

As the result of a special screening of the Sophia Loren-George Peppard starrer for the New York Chapter of the Institute, plans were made to tie-in the organization's six regional and 67 branch offices with local promotions throughout the country.

The Institute's membership—consisting of scientists and engineers involved with space, aviation and rocketry—will work directly with MGM representatives at the local level in developing promotions, special radio and television forums and the promulgation of the space achievement "message" inherent in "Operation Crossbow" to schools, specialized groups and the general public.

## National Music Campaign On UA's 'What's New Pussycat?'

The national music campaign backing Charles K. Feldman's "What's New Pussycat?" has been designed to reach every possible market level and will receive a nationwide launching the week of June 1, it was announced by Murray Deutch, United Artists Music Company vice president.

The first phase of the "What's New Pussycat?" drive will emphasize the hit-making potential of the very successful song-writing team of Burt Bacharach and Hal David. It also involves the talents of three of the world's outstanding new popular singing sensations: Tom Jones, Dionne Warwick and Manfred Mann.

Tom Jones, hailed by the music industry as the hottest new find of the season and already represented on the nation's best-seller charts, has recorded the film's title song, "What's New Pussycat?" This single is on the Parrot Records label, a subsidiary of London Records.

Dionne Warwick, a hit-maker in her own right, has waxed "Here I Am" which will be released as a single by Scepter Records. The third song from the United Artists release is "My Little Red Book" which the Manfred Mann group sings on an Ascot Records single.

In addition, United Artists Records is about to rush out the original soundtrack album on the film which will also include all the above renditions.

## Baby It's Cool Inside

Bernie Mack, president of Filmack Trailer Company, Chicago, announced this week that a new, full-color, narrated air conditioning trailer is now available to exhibitors.

This new film was introduced in answer to heavy exhibitors' requests for solutions to the problem of building up attendance during the hot summer months. It emphasizes one of the biggest advantages of summer theatre attendance . . . that the theatre is an ideal "cool retreat from summer's heat."

This air conditioning trailer is a first of a series of planned full-color trailers to be made on various exploitation themes and offered to exhibitors at stock prices.



The eight Oscars won by Warners' "My Fair Lady" are prominently displayed as part of the front of the Queen's Theatre, Hong Kong, China, where the film has broken all house records.





Albert H. Hallam, ABC Nuneaton, England, recently repayed the local paper for some of the publicity he received by including mention in a foyer display to plug the Pathe Newsreel. Such cooperation makes approaches to the editor for favors easier.

## Something For The Teens

Thousands of Beatle fans are seeing their idols every day, in full life-size, thanks to a Miami Beach manufacturer of premiums and specialty items.

Portrait Company of America offers to today's teenagers and preteens not just The Beatles, but almost every current favorite, in giant five feet by four feet portraits. The portraits are lithographed reproductions of photographs approved and licensed by the performers themselves.

Among the personalities included in the line, which is popular as a premium item as well as a specialty item, are The Rolling Stones, The Animals, The Zombies, and many individual favorites such as Neil Sedaka, Connie Francis, Ray Charles, and just about every big name performer in the recording business.

The success of the portraits has prompted the company to introduce a line of decals and gummed photographs with the same performers. Windows, bikes, books, autos, and even textbooks are blooming with the images of Mary Wells, Dee Dee Sharp, Peter and Gordon, and many others.

In all, over 100 subjects are available, all retailing at \$1.98 each. Portrait Company also has every popular country and western artist, from Roger Miller to Chet Atkins, all U. S. presidents, important American Freedom documents, religious subjects, sports figures, children's subjects from the Easter Bunny to Davy Crockett.

# British Showmanship

By Jock MacGregor

With an experimental show casing booking of "A Shot in the Dark," J. Kay, Odeon, Streatham, South London, got a good press on the fact that the theatre had been singled out for this run. For the opening night he invited some television personalities living in the area and got an eye-catching front page splash in The Streatham News. A composite page of advertising, a "spot the difference" contest for an Ilford camera in the South London Press (this was supported by 4000 leaflets distributed at the theatre, stores and through letterboxes) and 18 window displays supplemented the regular weekly promotion scheme.

Albert E. Hallam is no slouch when it comes to getting mentions of the ABC, Nuneaton, in the local press. To plug the success of "She," he arranged a columnist to cover the gargantuan task facing the cleaners following the regular full houses. The result—a four-column picture and story in the evening paper splashed across four columns. Now that's an idea that could be tried in many a situation. Another four-column picture resulted from a visit of members of a local youth club to see the projection equipment and behind the scenes.

When for the first time the Exeter Amateur Operatic Society found itself homeless following the closure of the Theatre Royal, the ABC offered facilities for a week's run of its presentation of "Oklahoma!" instead of movies. With manager Bob Parker on head office duty, relief manager Fred Vere and assistant Paul Goldworthy went all out to give it the full showmanship treatment. A composite page was arranged with the evening Echo and Express, a photo call fixed for front of house and posters and advertising designed. Each night was designated for a particular party—civic, rotary, president's, etc., night—and most were covered as news stories. The success of the promotion is reflected in the fact that 12,000 visited this 1900-seater all of whom were made fully conscious of the important movies coming by means of foyer displays and posters in corridors, etc.

Playing "The New Interns" at the Gaumont State, Kilburn, C. F. Bower promoted a "New Interns" Party Night in the theatre ballroom which should please Bobby Cohn in Hollywood. Highlighting the evening was a jive contest for which a transistor radio, a cocktail dress and theatre tickets for the movie were prizes and during the dance a delectable leotarded Swedish model was wheeled in on the strangest looking operating theatre trolley by "nurses" and "interns," carrying credits. Another excellent press resulted from two "spot the difference" contests in local papers for Ronson electric shavers.

B. L. Coppock got special permission from the Watch Committee when he played "Goldfinger" at the Odeon, Preston, for a midnight preview on the night prior to opening and received a big press coverage including an editorial on his enterprise. Front of house, foyer, and shop window displays and press announcements boosted the show. A "Bond Girl" contest was staged with heats and final spread over a period in the Rank Ballroom which is part of the theatre. . . . J. E. Gower, Odeon Sutton, Coldfield, appealed through the press for a local girl resembling Shirley Eaton and the loan of a Bond style Jaguar for the same picture. He got both and a further pictorial press break. As a suburban theatre it is hard to break into the Birmingham press but he succeeded when he discovered a local woman had won the 405,000 circulation Evening Mail and Despatch \$11,200 "Spot the Ball" contest and arranged for the check to be presented on the theatre stage by Olympic Games Gold Medalist Ken Matthews. Previously the check had been displayed in a gold-painted box in the foyer. Not only did this provide "Goldfinger" with a subtle boost but it spotlighted the theatre.



Warner Brothers inaugurated its "The Great Race" free exhibit and studio tour, a Hollywood first, recently with studio president Jack L. Warner hosting the occasion and stars, director and producer of the film joining in the festivities. Using circus bally, the exhibit centers around an enormous, gaily-colored tent wherein are displayed many of the props used in the film. A specially-constructed theatre adjacent to the big top, houses a con-

tinuous showing of behind-the-scenes Technicolor, wide-screen film on "The Great Race," while on display are the automobiles that figure prominently in the film, scene sketches and models prepared for the production; the Edith Head wardrobe; still photographs; etc. Tram tours around the Warner Brothers studios is another feature. Free tickets are obtained in advance at any of 10 May Company stores throughout greater Los Angeles.



**"CAT BALLOU"***(Continued from Page EX 677)*

of the crowds.

A cocktail party honoring the stars before the 8:30 premiere featured Western red-eye whiskey served in the traditional tin cups and was held at Denver's historic Brown Palace.

Prior to the "execution," Governor John A. Love of Colorado officially declared "Cat Ballou Day" at a special ceremony attended by the film's stars. "Cat Ballou's" Denver opening and "execution" were covered by representatives of the television networks, newspapers, wire services and radio networks. Dr. James Arneil's celebrated 19th Century antique train was pressed into service for a gala press party.

Meanwhile "Cat Ballou," graduated "magna cum laude" from a cross-section of the nation's colleges with highest honors in ballyhoo as part of the massive pre-release campaign to round-up "more than 100,000 press agents to spread the 'Cat Ballou' message across the country."

With special promotions geared to capture the students' imaginations and timed to precede impending summer vacations, the "Cat Ballou" college promotion was devised to provide a base of enthusiastic word-of-mouth to flood the nation prior to the film's scheduled summer release.

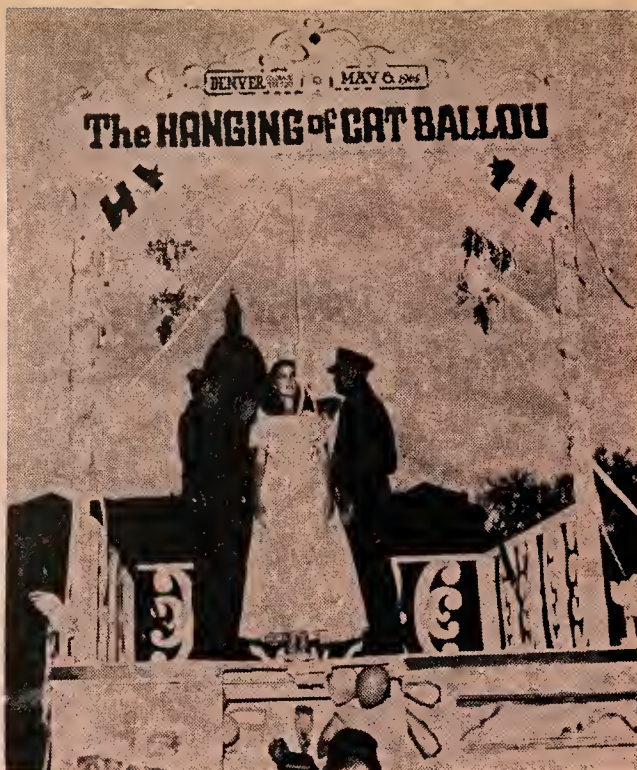
Attention-getting full-scale exploitation at the schools has included horse races, gala parades, square dances, beauty contests, cow-milking contests, "hangings," and madcap "Wild West" stunts such as "quick draw" duels, and frontier-town theatre decorations.

"Cat Ballou" gallows, unidentified but surrounded by a atmosphere of carefully planted rumors, have been sprouting mysteriously at strategic locations in college towns. Set to trigger festivities for the special premieres the gallows will be the scene of mock "Cat Ballou" hangings. Billed as the "world's only boutique executions" the unique devices feature gallows decorated with flowers, bird cages, rail-to-rail carpeting and are painted in bright colors. In addition, the campuses have been inundated with thousands of "Cat Ballou" heralds and humorous "Wanted" posters and promotional place mats have been distributed to local restaurants.

Highlight of the premieres are spectacular parades featuring mounted posses, colorful bands, and led by gaily decorated stage-coaches. Sponsored by local charitable groups and promoted with aid of campus fraternities, the parades will finish in front of the "Cat Ballou" theatres, and will be followed by street square dances, barber shop quartet contests, "Who is 'Cat Ballou?'" contests and huge barbecue dinners.

Staged with all the attention-getting promotion of a full-scale world premiere with searchlights and gala festivities, each "Cat Ballou" premiere will be the central attraction of the town for the occasion. To mirror the spirit of the film, the theatres have been transformed into "Wild West" saloons with hitching posts in front, special gun checking counters, and hay-strewn lobbies and fronts. At a number of the college premieres, guests attending opening day festivities will be attired in western costumes and contests will be held to choose the best and funniest costumes.

"Cat Ballou" has been front-page news in college newspapers and a constant headline-maker in local newspapers since the campaign was inaugurated weeks ago.



This gaily decorated "Boutique" gallows, the first ever constructed in the "Wild West," was used for the "hanging" of "Cat Ballou," dauntless heroine of the Columbia film, on the lawn of Colorado's State Capitol as part of the world premiere activities at the Center, Denver, Colo.

**Patrons Trip Contest**

A one-week trip to Italy for two via Pan American airliner will be the first prize in a national contest being conducted in connection with Warner's "The Battle of the Villa Fiorita."

The prize-winner will be able to visit the Italian locales where the picture was filmed in Technicolor and Panavision.

To enter the "Battle of the Villa Fiorita" Contest, a person is required only to fill out the entry blank and leave it with the manager of the participating theatre. All entries will be judged by Contests Unlimited, 1780 Broadway, New York City.

**Ford On "Red Line"**

Howard Hawks' new auto-racing drama for Paramount Pictures, "Red Line 7000," is highlighted in the current issue of The Ford Dealer Magazine as an important phase of Paramount's continuing tie-in with the auto manufacturer on the film.



Jane Fonda, star of Columbia's "Cat Ballou," made a personal appearance recently at the world premiere of the film at the Center, Denver, Colo.

**THE EXHIBITOR'S  
EXPLOITATION EFFORTS**

GENEVA WOOD, manager, Trans-Texas' Fine Arts, Denton, Texas, says MGM's "Girl Happy" was a happy time at her theatre; but not without some real plugging. Five ideas to reach the general movie-going audience, plus those who do not attend regularly were carried out. The DJ's of our local station started playing the "Girl Happy" album three weeks in advance and plugging the picture coming to the Fine Arts and play-date. A large discount store, The Bargain Fair, gave us a 24 foot display of Elvis Presley records with "Girl Happy" albums very prominent. In the center of the display they placed a six foot standee of Elvis with the name of the picture, theatre, and play-date. This display was set up two weeks in advance of the picture and during the entire run. The New Car Dealers Association had a tent show at our local shopping center for four days during the run of the picture, starting with opening day. We made a tie-in with them on their full page advertising by furnishing a few free passes to see "Girl Happy." These passes were hidden in the new cars each day so that people had to look at each car to find one. It created a treasure hunt type deal and gave us free publicity at the tent show and in their two full page ads. Ten days before opening day, we set up an out-front lobby contest. There were five prizes consisting of "Girl Happy" albums and free passes to see the film. A registration box was set up in the lobby. All patrons were invited to register and a drawing was held on opening day of "Girl Happy" to select five lucky winners. There were hundreds of entries in the contest. Twenty-five window cards were distributed in prominent stores around town. "The Chessmen," a local and rising combo, played a return stage show for us on the one o'clock matinee on Sat. after "Girl Happy" started on Wed. "The Chessmen" had appeared here previously and lots of people who missed seeing them, then wanted to see them. The kids started lining up at 12 and by one o'clock the line was one and one-half blocks long. The house was packed for the stage show and everyone enjoyed "Girl Happy" after the stage show. It resulted in lots of word-of-mouth advertising for "Girl Happy." Needless to say we had a very successful seven-day run on "Girl Happy" with lots of patrons HAPPY.

**Mobile Bally For "Mirage"**

Universal Pictures Company developed a mobile ballyhoo unit to tour New York City and Long Island in connection with the launching of "Mirage," the new suspense drama starring Gregory Peck and Diane Baker and the company's new "Universal Premiere Theatre" pattern of exhibiting its first-run films in Metropolitan New York.

The mobile unit had two models on it who distributed "Mirage" invisible ink dip cards which carry an appropriate "Mirage" message and scene when dipped in water. The unit toured Manhattan, the Bronx, Brooklyn, Queens and Nassau County.

The use of the street ballyhoo is part of Universal's all-out campaign on the picture and the launching of the new first-run exhibition pattern for its pictures.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

200% PROFITS. Decals, pennants, 5'x4' portraits of rock and roll stars! Sell on sight! Samples \$1. Catalog free! PORTRAITS, 407-MP, Lincoln, Miami Beach, Florida 33139.

## EQUIPMENT FOR SALE

SIMPLEX E-7 MECHANISMS, excellent, \$212.50; Rectifiers, 50 Ampere, 220V, 3Ph, w/new 15A tubes, \$147.50; Hertner Drive-in Motor Generator, 200/300 Amperes, Controls, Ballasts, Likenu, \$995.00. Everything in Booth Equipment, S.O.S., 387 Park Ave., South, New York 10016.

15 AMP. RECTIFIER BULBS, \$2.99 each, guaranteed. MOVIE SUPPLY COMPANY, INC., P.O. Box 72, Morton Grove, Ill.

## EQUIPMENT WANTED

NEED RCA, SIMPLEX SOUNDHEADS, Amplifiers, Speakers, Century, Super-Simplex, Brenkert, DeVry, Simplex SP Projectors, Arclamps, Rectifiers, Generators. Cash or consignment. Write or wire. S.O.S., 387 Park Ave., South, New York 10016.

## NEW EQUIPMENT

INDESTRUCTIBLE MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-\$1.05, 16"-\$1.75, 17"-\$2.00, 24"-\$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over \$60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

## SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECON COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

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THE NEW 12 MONTH SET OF BOOKING SHEETS  
FOR THE FULL YEAR STARTING JUNE 27, 1965

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**\$1.00 per yearly Set of Sheets**



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

SINGLE, AMBITIOUS, imaginative, young college grad wants to learn theatre management. Prefer art house. Will locate anywhere. AL MATTSON, 2301 E. 2nd St., Wichita, Kansas.

MATURE GENTLEMAN. 20 years experience, Art, Conventional. Publicity, public relations, promotion, supervisory. Seeks position. Will relocate. BOX A526, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER: Experienced, publicity-minded manager for progressive, first-run theatre in Chicago. Age 30-40. Send complete resume including present salary to BOX A512, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 45, Canadian, 23 years experience at drive-ins, concessions, first run indoor operation. Presently employed. Wishes to immigrate. Cleveland area preferred. BOX B526, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST wants full time employment. Sound and projector service. Have test equipment. Age 52. Sober, reliable, started 1931. ELMER H. ROWLEY, PO Box 176, Burgettstown, Pa. (519)

MANAGERS or assistants wanted for new theatres opening in Detroit operated by General Cinema Corp. Write resume of past experience. Reply to R. KLINE, CINEMA I & II, Eight Mile at Schoenherr, Warren, Mich. (55)

Address all  
Correspondence to—

**The A—MAN Corner**

{ Motion Picture Exhibitor  
{ 317 N. Broad St., Phila., Pa. 19107

## THEATRE SEATING

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400 CAR DRIVE-IN under construction, Eastern Pennsylvania. Partnership available. Capital needed for completion. BOX 285, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WILL LEASE OR SELL 504-seat theatre, Irvington, N. J. Good physical condition. Fine equipment. Ready to operate. Write: FRANK S. ULICNY, 38 Van Houten Ave., Chatham, N. J.

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WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

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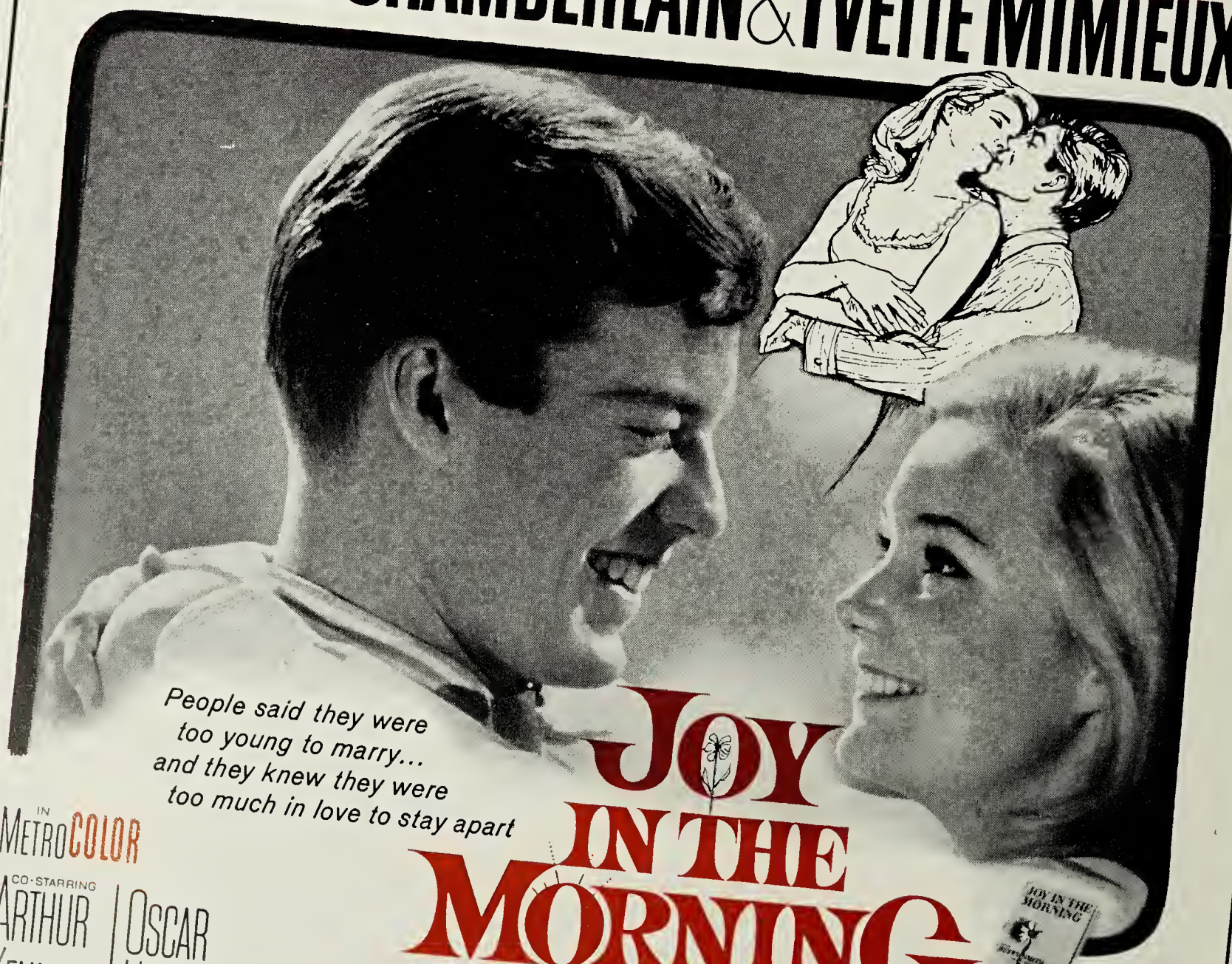


# BOXOFFICE "JOY" IN THE CAROLINAS !



M-G-M's "JOY IN THE MORNING" is racking up sensational grosses in its premiere engagements—128% of "The Unsinkable Molly Brown"—140% of "The Night of the Iguana" and 138% of "The Americanization of Emily"

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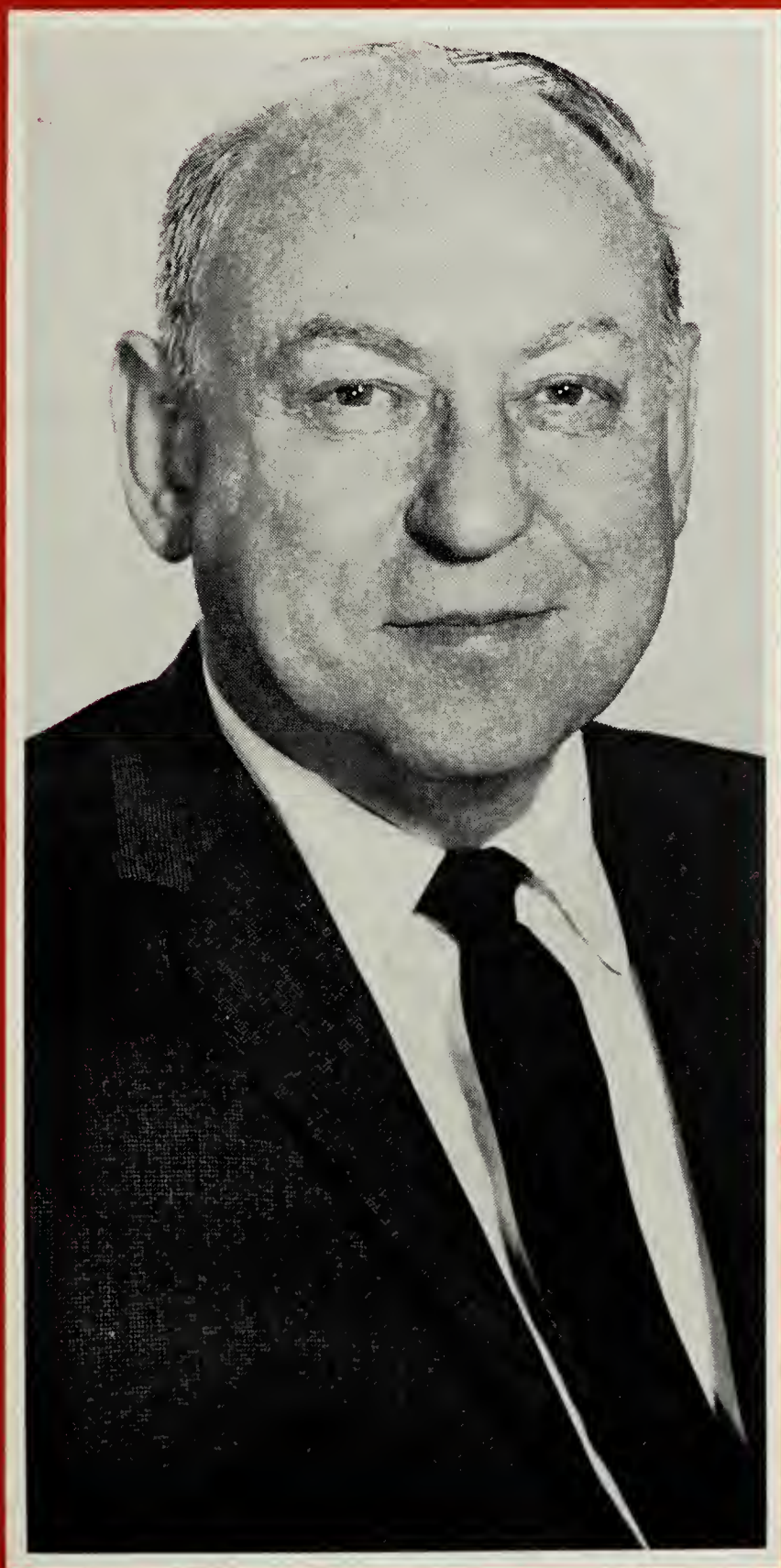
# EXHIBITOR

**JUNE 2, 1965**

Volume 73

Number 19

IN TWO SECTIONS • THIS IS SECTION ONE



## **Para. Insurgents Seated On Board**

(See Page 4)

## **Telemeter Seeks Pay-TV Go-Ahead**

(See Page 6)

Morris Lefko, Metro-Goldwyn-Mayer's vice-president and general sales manager, is the new chairman for the Will Rogers Hospital Fund Raising Drive. See story on page 12.

**EMPTY HEADS CAUSE EMPTY SEATS . . .** see editorial—page 3





One in a series of messages to advertisers

# No myths or mysteries, just the facts

The finest advertising doesn't have a chance unless it is seen or heard. The circulation of an advertisement is vital to its success. And, circulation is people ...not the number of advertisements printed or anticipated or projected.

No advertiser can afford expensive guessing. Positive proof of circulation should be demanded. Vague generalities should be discounted. Charts, formulas, and promises are not readers, and can lead your advertising off sales target.

The actual circulation figures...verified count...of this newspaper are available through the report of the Audit Bureau of Circulations.

Exactly how many units of your advertising are delivered into the hands of paying customers? How much do they pay to see your advertising? Where and how is this advertising being delivered?

This is the type of circulation information that helps keep your advertising and advertising budget aimed in the right direction. No camouflage, just facts and figures.

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A copy of our latest ABC Report is available on request.

MOTION PICTURE

# EXHIBITOR

ABC FACTS—THE BASIC MEASURES OF CIRCULATION VALUES



# The Trade Paper Read by Choice—Not by Chance

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VOLUME 73 • No. 19

JUNE 2, 1965

OUR 47th YEAR

## EMPTY HEADS CAUSE EMPTY SEATS

EMPTY SEATS IN A MOTION PICTURE theatre are an admission of failure and a sure way to dampen public enthusiasm in the moviegoing experience. Yet sometimes it appears that the powers-that-be in the industry are doing their best to create empty seats.

Consider the widespread practice of withholding playdates in towns as far as 100 miles away from key cities until after the keys have played off a film. This seems both unwise and impractical to the informed observer, and still it continues—possibly to keep product in short supply and thereby keep film prices at the highest level possible.

The reason given for this kind of playdate handling is that bigger grosses can be expected if other engagements follow key city playdates. These grosses, it is hoped, will be stimulated through the impact of newspaper, radio, and television advertising, as well as favorable reception.

Now it is a proven fact that the number of newspapers reaching as far as 100 miles from their city of publication is so small that it is not worth considering. This also minimizes the value of good reviews from critics who write for these papers. If the paper doesn't get past the city limits, neither does the review. The situation as regards radio and television is not that different. Any sensible person will realize that their potential audience is also limited geographically.

These playdate restrictions are artificial boundaries declaring theatres to be in competition with one another when they are not and will never be. Indeed, the hold-back can damage grosses far more than it can help. How many pictures have played key towns and laid a monstrous egg at the boxoffice? Entirely too many, and the result is that the waiting theatre 100 miles away has not been helped one iota.

Certainly, there are exceptions. There are pictures, partic-

ularly the hard-ticket shows that must be specially handled to insure maximum returns. The admission price, which may well be in the \$2.50 to \$3.50 range, and the attendant widespread publicity, means that information about them will go further than is the case for the run-of-the-mill feature. Even here, of course, a flop in the key city is of no value to the smaller towns.

Records show clearly that towns 50 or more miles from key cities and playing pictures at the same time or ahead of the key cities often did more business than the keys. This is especially true if the film is not a world-beater. Holding such towns behind discourages attendance and results in empty seats.

With the entrance onto the industry scene of competitive bidding as it is currently conducted in the motion picture industry, exhibitors have become accustomed to paying through the nose for their film. They should have the right to a say as far as their playdate is concerned in much the same manner as they set their own admission price.

Independent exhibitors particularly need this kind of help and the benefits of a sensible playoff policy. They are the real victims of a product shortage, and they are the ones most ignored by the Department of Justice, the Federal Trade Commission, and other agencies approached for assistance.

Independent theatres are important to their communities in a variety of ways. They offer entertainment, have a sizeable investment in the communities, and offer employment opportunities. In addition, they bring life to thousands of Main Streets that would die without them.

They deserve and need consideration from the industry. They deserve and need a sensible sales and playoff policy for quality films. Better cooperation on the part of the industry decision makers is urgently needed.

## A LESSON FROM MR. MOSES

IT'S A VERY SIMPLE MATTER to raise admission prices to any event—all one needs is a new sign. In this way, one can price himself right out of business.

A frightening example is the current New York World's Fair. It was far from a bang-up hit last year so Mr. Moses (no relation to the fine UA feature) decided that the admission price should be raised to \$2.50. Here is a case where the politicians should have listened to the showmen. At the moment, the Fair is running far behind the same period a year ago, and the potential loss is staggering unless some kind of boxoffice miracle takes place. Any showman worth his salt probably would have suggested dropping the tariff to \$1.00.

"Get them in while you can"—that's the chant of the successful showman. That is also the rule for motion picture theatres. A lack of good product and a feast-or-famine releasing policy

presents a serious problem. This is further complicated by bidding practices that often steer good product away from theatres in the best locations. The temptation exists to charge the public whatever the traffic will bear. The wise showman will resist such temptation.

It is quite true that the public will buy an outstanding picture at a top admission price—but just what is the public expected to pay for a turkey? Is it good policy to raise or lower prices according to the value of the film being shown?

Flexibility is certainly necessary and important, but the showman will try to arrange things so that the customer of yesterday will return to the theatre tomorrow. Whether you are running a fair, or a legitimate theatre, or a movie theatre—you have to have the goods. Bargain hunters are always in the driver's seat.

Mr. Moses can teach us all an important business lesson.



# Para. Board Seats Insurgents

## Siegel, Martin Win Seats Formerly Held By Freeman, Harris; Concession Ends Threatened Proxy Battle

NEW YORK—George Weltner, president of Paramount Pictures Corporation, announced that meetings have been held with Herbert J. Siegel, Ernest Martin, and their counsel with respect to their interests in Paramount Pictures Corporation. Siegel and Martin have become very substantial shareholders in Paramount Pictures Corporation.

"It is our belief that it is in the best interests of Paramount Pictures Corporation that Messrs. Siegel and Martin serve on our board. It is our intention to vote for them at our annual meeting to succeed Y. Frank Freeman and Duncan Harris, both longtime directors who have asked to be relieved of their directorship responsibilities," Weltner said.

Following Weltner's statement, the company announced that the two men had been officially seated as Paramount directors at a board session.

Siegel, who has had considerable experience in the entertainment industry, has agreed to divest himself of all interests in General Artists Corporation. Martin is a partner of Feuer and Martin, successful Broadway production company.

At the same time, it was announced that the annual meeting would be held, as scheduled, yesterday (June 1) at the Astor Hotel. The special meeting, originally scheduled to precede the annual meeting, was cancelled.

The conceding of the board seats, ended the threatened proxy fight by the two insurgents which began with an offer to buy at least 125,000 shares at the price of \$64 a share.

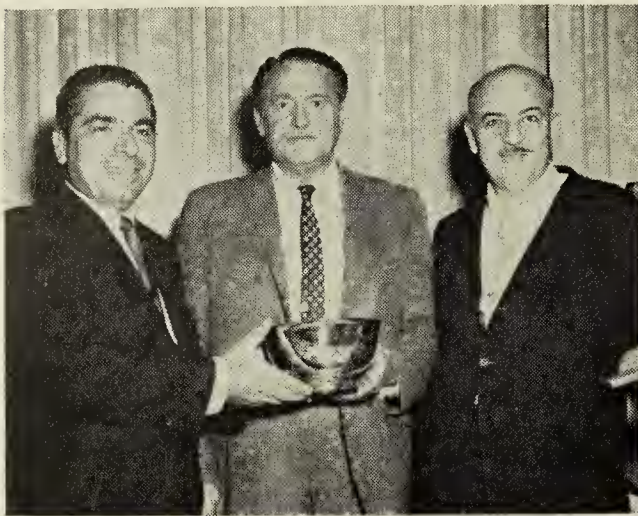
Siegel and Martin will probably push for more aggressive policies on the part of the film company's management. But it is doubtful the election of the two men will bring about any immediate changes in policy. For one thing, they are in a minority. Also, Paramount's earnings have been rising, and the company's financial position is strong.

Albert Zugsmith, independent film producer and another Paramount shareholder, heads a stockholders' protective committee that he has said will seek to gather facts about Paramount's operations. He said he didn't have any interest in getting on the Paramount board or becoming an officer, but was interested in obtaining information, and that he "may have an idea or two to give them for the betterment of all the stockholders in the conduct of the company."

## Jessel Toasts Redstone

BOSTON—George Jessel was to be the master of ceremonies at the testimonial dinner honoring Sumner M. Redstone, president of Theatre Owners of America, in the Imperial Ballroom of the Statler-Hilton Hotel here last night (June 1), according to Arthur H. Lockwood, dinner chairman.

The event was sponsored by Variety Club of New England, Tent 23, attended by civic and industry notables from all parts of the country.



Ben Sack, Boston movie mogul, recently received a Paul Revere Bowl from Leonard Meyers, president, and George Roberts, vice-President, Boston Tub-Thumpers, Tub Number One. He was cited for "putting the city's movie industry back into the big leagues."

## Boston "Tub Thumpers" Victimize Ben Sack

BOSTON—Ben Sack, president of Sack Theatres, was the "roast" victim of the Tub Thumpers, Boston press agents, advertising, promotion and allied fields organization fun club, at Sidney Hill Country Club.

George Roberts, Rifkin Theatres, well known as the "toastmaster general of film row," was the "toastmaster," and when it was all over, Sack told the assembly, which had poked fun at him for 2½ hours, that it reminded him of the baseball story where the farm boy pitcher got beamed. When asked if he was hurt, he said, "It didn't hurt, but it didn't do me any good, either."

Roberts, in rare form, got off some funny, fancy lines, and some of the more memorable and printable ones: "A 'Sacked' employee is a happy employee," and "Ben Sack and Joseph E. Levine are co-producing a great new epic titled 'I Was a Jewish Werewolf!'"

Ribbing flowed from the audience as Lennie Meyers, WHDH-TV, club president, introduced the guest of honor, and as Art Moger, film press agent, read the minutes of the last meeting. Film footage of the opening of Sack's "Music Hall," with Joseph E. Levine's picture, "Boy's Night Cut," and the arrival of Levine, George Jessel, and Zsa Zsa Gabor, was shown with a special sound track narrated by Milton Yakus, Ace Recording Studios, whose new reportage of the event was a lot more colorful than the actual happening, to say the least.

The Tub Thumper's "roast" is a complete downgrade of the traditional "guest of honor" routine right down to the emotional gift presentation, and Sack was gifted with what was described as a "jeweled manure grinder."

Following the "roast," a serious presentation was made, and Sack was presented a Paul Revere silver bowl inscribed from the Tub Thumpers "to Ben Sack, who made Boston a big league film town."

## Dates For Levine's "Harlow"

NEW YORK—Joseph E. Levine's production of "Harlow," starring Carroll Baker, will premiere in New York City July 21 at the RKO Palace and RKO 58th Street Theatres.

## R. I. Gov. Chafee Vetoes Film Censorship Bill

BOSTON — TONE headquarters here reported that Rhode Island Governor John Chafee had vetoed the film censorship bill in R. I. after it had passed both the Senate and the House.

Theatre Owners of New England had opposed the film curb, which would have allowed local licensing authorities to halt the showing of obscene films, through their attorney, Milton Stanzler. The R. I. affiliate of the American Civil Liberties Union had also opposed the bill, which was seen as a first attempt at censorship in the New England states.

The R. I. bill would have allowed authorities to delay the showing of a film for 48 hours while reviewing the film or seeking a restraining order against it, and motion picture exhibitors contended it reeked of "prior censorship," which was outlawed in Massachusetts after court battles several years ago.

No film can be pre-censored in Massachusetts, but after opening, cuts may be ordered by local licensing authorities to be made within a reasonable time. TONE, which had warned New England exhibitors at its last meeting to be on the lookout for attempts at censorship in the six-state area, said there are no other film curb bills filed in the other five states, Maine, New Hampshire, Connecticut, Massachusetts, Vermont.

## MGM's Ingram Retires

MEMPHIS—Louis Ingram, MGM's Memphis branch manager for the past 20 years who retired after being with the company since its inception in 1924, was honored with a testimonial dinner at the Variety Club here.

Representing MGM at the affair were Morris Lefko, vice-president and general sales manager; Louis Formato, assistant general sales manager; and Herbert J. Bennin, southern division manager.

After more than 40 years of loyal service to MGM, Ingram—who never had a hobby—retired voluntarily and will take up fishing under the instruction of Norman (Cal) Colquhoun, 20-year Memphis branch manager for Columbia Pictures, who was also honored at the testimonial in connection with his own recent retirement.

## Tech. Acquires Magna-Crafts

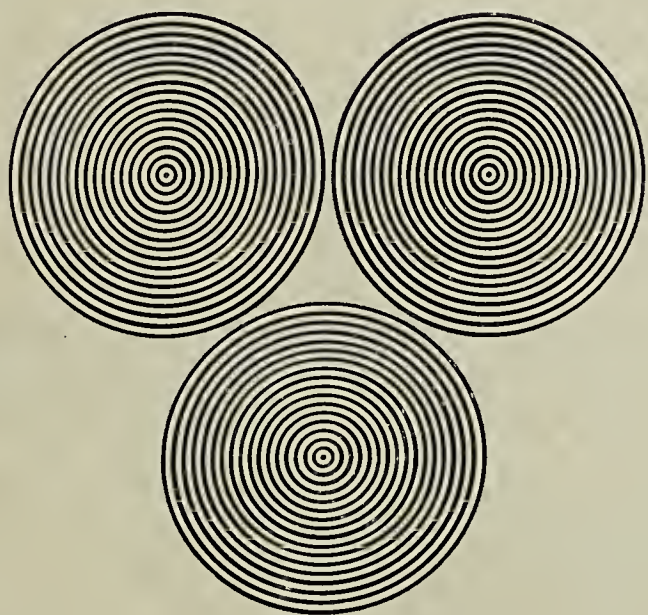
BEVERLY HILLS, CAL.—Technicolor, Inc., has acquired all the issued and outstanding stock of Magna-Crafts, Inc., Culver City, Cal., in exchange for 20,000 shares of Technicolor common stock, it was announced by Patrick J. Frawley, Jr., Technicolor board chairman, and Fred V. Hardt, Magna-Crafts president. Magna-Crafts manufactures and markets magnetic sound films and develops magnetic sound processes for application to motion picture film.

Acquisition of the Culver City firm enables Technicolor to perform its own sound-stripping instead of engaging the services of an outside processor. Magna-Crafts' facilities will ultimately be moved to a Technicolor plant in Hollywood.



Fourth in a series of advertisements directed to the trade

**H**eading the program of new major product from  
The Landau Releasing Organization—**THE PAWNBROKER**  
—one of the rare motion pictures which truly  
merits such *advance* critical kudos as:  
“brilliant . . . unforgettable,”\* “Shattering . . .  
incomparable,”\*\* “One of the most original American  
efforts of the year.”\*\*\*



\* Coronet Magazine  
\*\* Barry Gray, WMCA  
\*\*\* Playboy Magazine

DISTRIBUTED BY  
**THE LANDAU RELEASING ORGANIZATION**  
THROUGH ALLIED ARTISTS





# Telemeter Brief Seeks FCC Okay For Nationwide Toll-TV Operation

WASHINGTON — International Telemeter Corporation, a subsidiary of Paramount Pictures Corporation, filed a brief with the Federal Communications Commission favoring immediate rule-making proceedings for the authorization of nation-wide subscription television.

Citing its recently concluded five-year experiment with subscription tv in Canada, Telemeter told the Commission it had "established beyond question that there is a large audience willing to pay for entertainment in the home on a continuing basis," and it had demonstrated that "the Theatre In The Home performs a service to members of the public who are unable, or find it inconvenient, to avail themselves of facilities away from home."

Telemeter noted that during five years of uninterrupted programming in Etobicoke, the Theatre In The Home served as a supplementary service to its subscribers, with no significant impact on tv viewing in general, nor on revenues or attendance at local theatres.

Making public for the first time data collected during the extensive field test, the brief disclosed that Telemeter's multi-channel cable system can be "technically and economically successful at a weekly break-even of less than 80 cents per home at a level of 25,000 connected homes in the U.S.," based on operating experience.

"Results of experiments in Etobicoke, Hartford, and Los Angeles prove," Telemeter stated, "that gross receipts in excess of this cost figure can be expected even without complete access to all of the usually available program attractions."

In favoring immediate rule-making proceedings to permit nationwide subscription television, Telemeter supported the same position as that taken by Zenith Radio Corporation and Teco, Inc., in a petition filed with the FCC on March 10 requesting such authorization.

Telemeter stated that many of its findings paralleled those reported by Zenith and Teco in their comments on over-the-air experiments with subscription television in Hartford, Conn. Telemeter took the position, however, that there were "inherent advantages in a multichannel cable system over that of air-link subscription television" which favor the cable approach.

"Because of the present high cost of television broadcast time," Telemeter's brief stated, "A Theatre In The Home can be provided at lower cost by cable than over-the-air. In addition to this cost advantage, cable subscription television is also preferable because it can provide an additional simultaneous choice of several programs without preempting scarce broadcast channels or deleting existing broadcast programs. Thus, cable Theatre In The Home would expand the range rather than just change the character of the subscribers' program choice, and provide a higher degree of image clarity than over-the-air reception."

Highlights of the Telemeter brief follow:

"While the on-the-air system has all the attributes of broadcasting and, therefore, is fully subject to the Commission's regulatory authority over radio, the cable subscription tv system, under existing law, is patently

## SAG, Sargent Make Up; "Fade Out" Production Set

HOLLYWOOD — With his differences with the Screen Actors Guild evidently ironed out, Bill Sargent, head, Electronovision, announced that SAG had given its approval for the theatrefilming of the Broadway musical, "Fade Out, Fade In," on a "non-precedent" basis. The Carol Burnett show recently closed on Broadway after a financially disastrous run interrupted by illness of the star.

Sargent declared he was given the okay by SAG representatives John L. Dales and Chester Migden, and that the terms agreed upon are a minimum guarantee of three week's employment for each performer. The Electronovision version will star Miss Burnett and the majority of the original cast.

outside the Commission's regulatory ambit."

"The final rules adopted should not limit subscription tv to a single technical system, but rather should incorporate general technical standards under which more than one system might operate."

"Telemeter agrees (with the petitioners) that the Commission should not restrict the number of subscription television systems which may operate in any particular community."

"Telemeter believes that the market size (either by the number of stations or by the number of inhabitants) in which subscription tv may enter should be left entirely to private negotiations."

"Telemeter has consistently opposed the



Russell V. Downing, president, Radio City Music Hall, inspects the Rockettes wearing the familiar aprons in which they will participate in New York Variety Club Tent 35's Old Newsboys' Day on June 29 for the benefit of the children's heart center at N. Y. Medical College, Flower and Fifth Avenue Hospitals, in cooperation with the Journal American.

## Support Worthwhile Films Church Magazine Urges

NEW YORK—Curtis A. Chambers, associate editor of Church And Home, official semi-monthly magazine of the Evangelical United Brethren Church, in the June issue stated in an editorial:

"Can any good thing come out of Hollywood? Many would rephrase Nathanael's ancient question to apply to another unlikely source of inspiration and enduring values—the motion picture industry."

Chambers went on to point out—"A significant number of motion pictures do commend themselves for serious evaluation by the sensitive Christian. Many of them far surpass some of the cheap television programs too many church members passively absorb without blinking an eye."

"In recent years, many films worthy of critical Christian consideration have been screened. Productions such as 'Gigot,' 'To Kill a Mocking Bird,' 'The Miracle Worker,' 'Lillies Of The Field' and 'Dr. Strangelove—to name only a few—provide significant commentary on issues of vital concern to Christians."

"In this day of multiple mass media, it is high time the Church made its voice heard in support of worth while productions of all kinds—whether in print, in television, or in motion pictures. Christians need to develop discrimination in weeding out the inferior and the destructive. They also need to take positive action to encourage the production of honest films with spiritual and social integrity."

broadcast of commercials during subscription programs, other than announcements of available subscription programs and the rates."

"Telemeter believes that because of its nature, subscription programming will be of box office nature rather than a duplication of the commercial programming. Nevertheless, to assure all interested persons who have exhibited concern in the past, Telemeter agrees that it may be desirable for the Commission to make clear that subscription television is not to duplicate conventional programming, but rather it is to be a theatre-in-the-home type operation providing box-office attractions such as current motion pictures, major sports events otherwise deleted from commercial television programs, theatrical performances of new dramatic or musical offerings, operas, operettas, ballets, recitals, etc."

"The Commission should exercise no regulatory authority over cable subscription tv. Its standards for broadcast subscription television should be sufficiently broad to encompass all of the existing systems and permit their unhampered development. However, if regulatory authority is exercised, subscription television systems which afford good reception, cause no interference, and propose no commercial announcements should be authorized without restriction to any particular community or to any particular number of systems or stations in a community."

## Committee Against Pay-TV Opposes Hartford Extension

An opposition brief to the request of RKO General for extension of its trial of pay tv operation on station WHCT in Hartford, Conn., has been filed by the Joint Committee Against Pay TV with the Federal Communications Commission. Philip Harling,

(Continued on page 12)



Fifth in a series of advertisements directed to the trade

One of the most comprehensive launching campaigns ever accorded a major motion picture is in final stages of preparation by The Landau Releasing Organization for

## THE FOOL KILLER

This strangely haunting and beautiful film, starring Anthony Perkins, is now being dated by principal theaters throughout the Southeast to follow the World Premiere on April 28th in Knoxville, Tennessee.



DISTRIBUTED BY  
THE LANDAU RELEASING ORGANIZATION  
THROUGH ALLIED ARTISTS





# Cinerama Loss Increases Sharply As Gross Income Dips During 1964

NEW YORK—Cinerama, Inc., reported that operating results for the year ended Jan. 2 indicate a far greater loss than the previous year, with income down sharply. The net loss for the 53 weeks ended Jan. 2 was \$17,908,893, with income during that period of \$9,081,972. This compares with a loss during the previous 52 week period of \$249,160 and an adjusted income during that time of \$15,090,371. Special charges incurred this past year amounted to \$5,219,286. Net loss per share was \$5.85 per share, as compared to eight cents per share the previous year. Special charges per share were \$1.71.

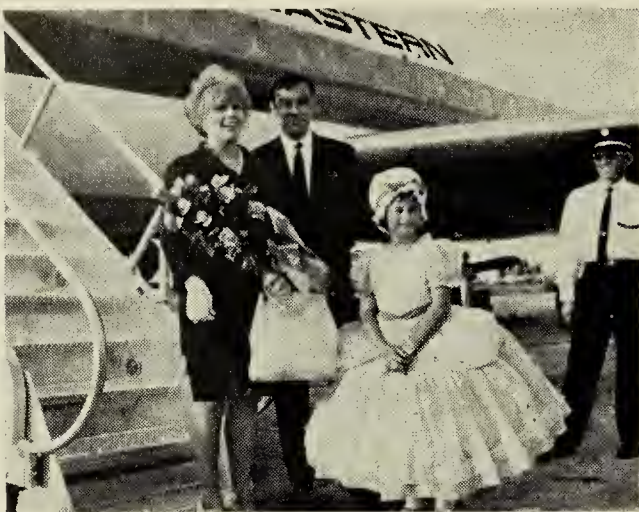
The net loss and special charges incurred for the year 1964 resulted in a deficit in capital at Jan. 2 of \$19,684,187, as compared with an equity of \$3,443,992 at Dec. 28, 1963.

William R. Forman, president of Cinerama, Inc., had informed the stockholders in a letter of November, 1964, and at the annual meeting of stockholders of Cinerama, Inc., held in December, 1964, that the loss for the last six months of 1964 was expected to be substantially in excess of the \$5,184,555 loss reported for the first six months of the fiscal year.

Approximately \$8,300,000 of the loss, Forman stated, is based upon the company's current evaluation of film rental estimates of income to be realized from the previously produced Cinerama-MGM motion pictures, "How The West Was Won" and "The Wonderful World Of The Brothers Grimm," thereby increasing the amortization charge for the year. Provision has been made for losses in the amount of \$1,000,000 in connection with the previously produced motion picture, "Golden Head," and in the amount of \$1,971,000 in connection with the release of distribution of the motion picture "Circus World," for which distribution rights had been acquired by the company in an attempt to fulfill the company's prior program of providing motion pictures to Cinerama theatres in the Western Hemisphere.

Special charges of \$1,217,899 and losses of \$546,836, totaling \$1,764,735, are the result of policy in terminating the manufacturing operations of Cinerama Camera Corp., which had been operating for some time at a substantial loss, and in the sale of the Camera Corporation's manufacturing assets. A special charge of \$1,151,224 in the statement of consolidated operations and deficit as well as the charge-off of research and development costs of \$237,259 incurred during 1964 resulted from a determination to eliminate deferred research and development costs and treat the same as current expenses. Additional special charges in the amount of \$1,469,854 resulted from the termination of certain previously incurred long-term leases and contract settlements in an effort to reduce the company's operating expenses. Further additional charges in the amount of \$1,380,309 resulted from the write-down of the company's exhibition equipment based upon the change from the three-projector Cinerama system to single lens projection.

Since Jan. 2, 1965, the end of the last fiscal year, the company has been able to generate sufficient cash from its operations to meet current obligations, and it is anticipated that the company will continue to produce sufficient cash to meet all of its obligations for the balance of the fiscal year. With the



Mr. and Mrs. Richard Johnson (Kim Novak) are welcomed to Atlanta by two-year-old Judy McCordle, who presented flowers as the stars arrived on their national tour for Paramount's "The Amorous Adventures of Moll Flanders."

## Reade-Sterling In Red Despite Revenue Increase

NEW YORK—All directors of Walter Reade-Sterling, Inc., were reelected at the annual meeting of the company's shareholders at the 34th Street East Theatre, Manhattan. The company's directors met immediately following the annual meeting and reelected all officers.

Directors reelected are Walter Reade, Jr., Saul J. Turell, Edwin Gage, Allan D. Emil, William H. McElnea, Jr., and Charles F. Simonelli. Officers reelected are Walter Reade, Jr., chairman of the board and chief executive officer; Saul J. Turell, president; Sheldon Gunsberg, executive vice-president; Edwin Gage, administrative vice-president, secretary and treasurer; Guy Biondi, vice-president; Nick Schermerhorn, vice-president; Norman I. Turell, vice-president; Irving Wormser, vice-president; Arthur E. Bell, controller; and Albert Floersheimer, Jr., assistant secretary.

Reade presided at the annual meeting and reported that while the company's total revenues increased to \$13,165,017 in 1964 compared with \$12,389,893 in 1963, the company showed an over-all net loss of \$940,921 compared with a 1963 profit of \$278,957.

## Kaufman Joins Wolhandler

NEW YORK—Bill Kaufman joined Joe Wolhandler Associates public relations. For the past six years, Kaufman was with Screen Gems, Inc., as publicity and promotion manager. He also was with WNTA-TV and Mal Braveman Associates prior to joining Screen Gems.

Warner Brothers-United States Pictures production of "Battle Of The Bulge" due for a Christmas release, and with firm contracts with MGM for the Cinerama exhibition of James Michener's "Caravans" and the Stanley Kubrick production of "Journey To The Stars," as well as the agreement to exhibit in Cinerama the Frankenheimer-Douglas-Lewis motion picture, "Gran Prix," Cinerama theatres are assured of motion pictures through the year 1966.

## Para. Airs Campaigns On Four Double-Features

NEW YORK — More than 150 exhibitors from throughout the greater New York-New Jersey-Connecticut area gathered at the RKO Palace for two-hour showmanship meeting on "Paramount's Power-Filled Summer Premieres."

The event covered campaign plans for four Paramount double-feature combinations, each to make their New York debuts this summer at approximately 100 theatres in the area.

Paramount general sales manager Charles Boasberg said that the eight films in the four shows represent a production investment of more than \$15,000,000, and urged exhibitors to "display all the creativity and energy you can muster to reach the millions of adults, teen-agers, and children who are your potential audience."

Joseph Friedman, Paramount director of advertising and publicity, directed an elaborate presentation of the campaigns for the four combination shows. Trailers, recordings, slides, and other devices were used in the discussion of the shows, which include "Dr. Terror's House of Horrors" and "The Girls on the Beach"; "In Harm's Way" and "Town Tamer"; "The Family Jewels" and "Seven Slaves Against the World"; and "The Sons of Katie Elder" and "The Revenge of the Gladiators."

A highlight of the presentation was specially recorded messages of greeting to the exhibitors from Jerry Lewis on "Family Jewels," Otto Preminger on "In Harm's Way," John Wayne on "The Sons of Katie Elder," and Lesley Gore on "Girls on the Beach." Max J. Rosenberg, producer of "Dr. Terror," made a brief address from the Palace stage.

RKO Theatres vice-president Matthew Polon opened the meeting and later joined RKO advertising-publicity director Fred Herkowitz in a presentation of their circuit's participation in the area-wide premieres. They were assisted by Blanche Livingston, Ernie Shapiro, and Pat Grosso, RKO home office staff.

Joining Friedman in Paramount's presentation were Mort Hock, advertising manager, and Bernard M. Serlin, field advertising-publicity manager. Other Paramount executives attending included Ernest Sands, assistant general manager; Hugh Owen, eastern sales manager; Herb Gillis, national sales director for special attractions; Myron Sattler, New York branch manager; Nat Stern, New York sales manager; and Hy Hollinger, publicity manager.

## Siegel Sets Col. Slate

HOLLYWOOD—Sol. C. Siegel, now preparing a slate of films for Columbia release under his multiple-picture deal with the studio, set Charles Walters as director on "Walk Don't Run," comedy now being screen-played by Sol Saks, and scheduled for a production start in the fall, with some location filming in Japan.

Walters is thus being switched from "Chautauqua," another Siegel property for Columbia, which is now scheduled for a spring or summer start next year, with Dick Van Dyke to star.

## MGM Declares Dividend

NEW YORK—The board of directors of Metro-Goldwyn-Mayer, Inc., voted the regular quarterly dividend of 37½ cents per share, payable on July 15 to stockholders of record June 18.



Sixth in a series of advertisements directed to the trade



A breast

of today's trend toward films of teenagers,  
their tunes and their trifling, LRO submits

## THE GIRL GETTERS

for early summer engagements. It gaily  
offers freshness of concept, frankness of approach  
and a covey of well-filled bikinis  
in an instructional story of how-to-stalk-and-capture-  
pretty-girls-at-beach-resorts.



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THROUGH ALLIED ARTISTS



# Dept. Of Justice Hears Industry Viewpoints On Decree Proposals

WASHINGTON, D.C.—In a series of meetings closed to the press at the office of William H. Orrick, Jr., Assistant to the Attorney General in charge of the Anti-Trust Division of the Department of Justice, theatre groups, industry organizations, the seven decree distribution companies, independent producers, and the IATSE were heard on the ending of consent decree restraints.

At the first day's session, executives of the five national theatre companies cited reasons why they feel the industry consent decrees should be opened to at least eliminate the existing conditions governing their acquisition of theatres. In attendance were Eugene Klein, Irving Levin, Pierre Salinger, Harold Lipton, and Seymour Simon, National General Corporation; S. H. Fabian, Nat Lapkin, and Stuart Aarons, Stanley Warner; Laurence Tisch and Leopold Friedman, Loew's; Harry Mandel and William Whitman, RKO; and Leonard Goldenson, Sam Clark, Everett H. Erlick, and Morris Goldschlager, American Broadcasting-Paramount Theatres.

Representing the Justice Department in addition to Orrick were Robert L. Wright and Maurice Silverman, assistants and specialists on the motion picture decrees.

On the second day, representatives of exhibitor organizations were heard, with Allied States registering arguments against any relaxation of the industry consent decree restraints on theatre expansion by the five national theatre companies.

Other organizations present included Theatre Owners of America, and Independent Theatre Owners Association of New York. TOA was represented by Sumner Redstone, president; John Rowley, chairman; and Joseph Alterman, administrative secretary; who it is said followed a neutral line on theatre expansion by the former affiliated circuits, which are TOA members. They also urged opening of the decree for the inclusion of restrictions on specific sales practices, including blind bidding. ITOA representatives Morton Sunshine, executive secretary, and Si Frank, director, concurred. Allied's representatives included Jack Armstrong, president; Marshall Fine, chairman; Ben Marcus, executive committee chairman; Wilbur Snaper and Irving Dollinger, executive committee members.

Representatives of the seven decree distribution companies were to be heard at the third session, and independent producers and the IATSE at the fourth session.

Orrick will leave the Justice Department on June 18 and will be succeeded by Professor Donald F. Turner, Harvard, as head of the Anti-Trust Division.

The Justice Department is expected to weigh the viewpoints and information presented by the industry groups, as well as the Federal Trade Commission's report on decree compliance by the industry, and decide whether to ask the Federal Court for hearings on decree changes.

Harry Brandt, ITOA president, issued the following statement:

"The trade papers have carried a story indicating that ITOA in discussions with the Justice Department did not oppose the consent decree revision which would permit divorced circuits to acquire theatres without court permission.

"This is misleading. The ITOA did not en-

## Free Airport Movies Win Public Acceptance

NEW YORK—Enthusiastic reception of free movies by waiting passengers in the Greater Cincinnati Airport has prompted Modern Talking Picture Service to announce expansion of the program for other airports.

William M. Oard, vice-president of the film-distributing service, said the 10-month test program of showing free travelogs, sport films, business information, and other public relations movies in a daylighted theatre in the Cincinnati airport has been an "unqualified success."

Oard says the company currently is negotiating with several major metropolitan airports in the United States to establish additional free waiting room theatres.

## Third N. Y. Film Festival At Lincoln Center Sept. 7

NEW YORK—The Third New York Film Festival will be presented by Lincoln Center for the Performing Arts at Philharmonic Hall beginning Tuesday, Sept. 7, and running through Saturday, Sept. 18. The annual event offers a choice selection of films currently being produced around the world and serves as a non-competitive showcase of motion pictures from the 1965 international film festivals.

First details by Schuyles Chapin, vice-president in charge of programming for Lincoln Center for the Performing Arts.

The New York Film Festival again will be presented in association with the British Film Institute, and with the cooperation of the Independent Film Importers and Distributors of America and the Motion Picture Association of America.

Amos Vogel continues as festival director, and Richard Roud, British Film Institute, serves as program director.

As in the past two years, which brought enthusiastic audiences to Philharmonic Hall twice daily for the entire schedule, two different programs will be presented evenings at 6:30 p.m. and 9:15 p.m. Illustrating the major trends in world-wide film production, each of 25 feature-length films and short subjects will be shown once.

Last year, ticket sales exceeded those of any other international film festival. Sixteen different countries were represented.

dorse the proposed revision, and opposed consideration of the elimination of one single provision of the Consent Decree without considering revisions as a whole in order to eliminate today's monopolistic practices. The Consent Decrees are obsolete and do not provide the necessary safeguards for free and open competition.

"Bidding was rejected by the Supreme Court in the industry's antitrust decision but the Department of Justice has not moved to regulate bidding malpractices because there is no decree provision to do so. This is the area the Justice Department should give its immediate attention."

## NSS Forms New Firm To Serve Graphic Arts

NEW YORK—National Screen Service Corporation, considered the nation's largest supplier of promotional material for the movies, announced the formation of Advertising Industries, Inc., to extend its varied graphic arts, printing, and film services to advertisers outside the movie industry.

"This is the country's most complete graphic arts service," said Burton E. Robbins, president of National Screen Service Corp. "This gives advertisers and their agencies the first one stop source for complete campaigns produced 'under one roof' in our wholly-owned plants."

Advertising Industries, Inc., consolidates the nationwide network of company-owned plants engaged in lithography, silk screen and photogelatin printing, display building, and production of tv commercials, industrial films, and sound slide presentations. These include the Continental Lithograph Corp., Cleveland; the American Display Co., a silk screen printing and display-building plant in New York City; and the Hollywood film-making studios of National Screen Productions, Inc.

Milton S. Greenman, executive vice-president of Advertising Industries, Inc., stated, "We can offer advertisers substantially lower costs, more efficient quality control, and impartial creative advice between competing printing processes because we can do them all in our own plants."

Advertising Industries, Inc., predicted that they would increase the parent company's total annual volume, estimated at more than \$15,000,000 last year, by more than 25 per cent this year. Its initial marketing thrust to the advertising field has already added \$750,000 in non-movie graphics production, Greenman reported. This includes signs, displays, and other printing for such national advertisers as Rheingold, Schaefer, Schenley, Seagram, National Distillers, RCA, Heinz, Fram, Olin Mathieson, and leading advertising agencies.

Officers of Advertising Industries, Inc., in addition to president Burton E. Robbins, and executive vice-president Greenman, are vice-presidents Norman Robbins, Robert L. Gruen, Frank J. C. Weinberg, Walter E. Branson, and Joseph A. Wolfe, vice-president and treasurer.

Professor Jacob Landau, chairman, Pratt Institute Department of Graphic Arts, spoke at a luncheon symposium sponsored by NSS to inaugurate the new company. He said, "The American consumer is becoming bored, irritated and unconvinced by outdated art in posters, displays and other advertising." Professor Landau proposed that industry help set up a Graphic Arts "Imagination" Research Workshop to help correct "the lag in advertising art."

Greenman announced that his company has invited Pratt Institute to send students to observe and use the equipment at the company's New York City printing plant. Pratt Institute, in turn, has invited Advertising Industries, Inc., staff members to visit with its faculty and students. Similar programs have been set up with the Fashion Institute of Technology.

Professor Landau said: "The graphic arts industry must run hard to keep pace with the cultural explosion of this decade when even 13-year-olds are 'hip' to the contemporary look of art."



Eighth in a series of advertisements directed to the trade

In a fortuitous blending  
of headlines and headlong action...

## THE SECRET AGENTS

(temporary title)

is currently nearing completion in Berlin, Paris, Rome  
and djolly Djibouti. Henry Fonda, Robert Ryan,  
Annie Girardot and Vittorio Gassman are just some



of the stars in LRO's big one for  
early fall. Co-Director Terence  
("Dr. No") Young wrote the thriller  
and is busy conspiring to make  
this the spy story that will not be  
left out in the cold.



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THROUGH ALLIED ARTISTS



# Bishop Pike Endorses "Pawnbroker" Following Catholic Condemnation

NEW YORK—Following the Legion of Decency's condemnation (C classification) of Ely Landau's production of "The Pawnbroker," released by Allied Artists, the statement below was issued by Rt. Rev. James A. Pike, Episcopal Bishop of California:

"I have just seen 'The Pawnbroker,' a motion picture which must be one of the truly significant religious (because it deals with ultimate matters) films of our time. 'The Pawnbroker' is an intense, captivating experience which is so true to reality as to be dangerous fare for the person who seeks to protect himself from the impact of a complex, cruel but exciting world.

"The common Judaeo-Christian themes of redemption, covenants-relationship, human sin and failure and resurrection out of living death are portrayed vividly and repeatedly in this remarkable motion picture, making it a document of great contemporary importance. It should not be missed by anyone who seeks relevant insight into these ever-current parts of human life and destiny.

"I recommend 'The Pawnbroker' with great enthusiasm to adult, perceptive audiences, and I do not hesitate to include the two brief scenes of relevant nudity in my recommendation. I find this motion picture important, not despite its realism, but because of it."

## MGM's Lefko Heads Will Rogers Fund Drive

NEW YORK—Morris Lefko, Metro-Goldwyn-Mayer's vice-president and general sales manager, is the new chairman for the forthcoming Will Rogers Hospital Fund Raising Drive. The announcement was made by Ned E. Depinet, Hospital president, following a meeting of the executive committee.

Lefko succeeds Henry "Hi" Martin of Universal Pictures, who served two successive terms in this capacity. In assuming his new post as leader of the 1965-66 campaign, Lefko said: "The achievement of Hi Martin and his associates will be an inspiration to us to continue a dedicated and energetic attack on the problems of raising funds for Will Rogers. The ever-expanding activities of Will Rogers make it vital each year to raise our sights, and while it is obviously a hard thing to do, we are going to extend ourselves to accomplish more than has ever been done before. To this end we will seek through every means the whole-hearted cooperation of all of show business which is justly proud of its Will Rogers Hospital and the O'Donnell Research Laboratories. Because the continuing growth of this community enterprise in its many phases demands a corresponding effort on our part, this year's campaign will be known as 'The GROWTH Drive'."

In thanking Martin for his distinguished tenure as campaign chairman for Will Rogers, president Depinet pointed out that under Martin's direction, for the first time in Will Rogers history, the goal of one million dollars was reached.

One of Lefko's initial functions will be the selection of an exhibitor chairman's committee, which is presently in the process of formation. The distributor committee in the exchange areas stands as currently organized.

## Dallas Postpones Formation Of Movie Review Board

DALLAS—Names are being gathered for a movie ordinance board by members of the Dallas City Council. Members will be selected by a nominating committee but whether the board will be formally appointed was left in question.

N. Alex Bickley, assistant city attorney, read a report to the city council that said that Bickley had agreed that the City of Dallas would not attempt to enforce the ordinance prior to a hearing of the suit before Judge Sarah T. Hughes on Aug. 19.

The council was told by Mayor Erik Jonsson that he saw little need in appointing a board until the matter was settled.

## Ginna To Produce Two Films For MGM Release

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, announced that Robert Emmett Ginna would produce two pictures, through his Windward Productions, for MGM.

The first of the two pictures to go before the cameras will be a satiric comedy Ginna is currently writing in collaboration with noted humorist Art Buchwald, from a story outline by Ginna. The subject, according to the author, is described as a "wild caper through some alarming features of the American scene." Stephen Alexander, who suggested the basic notion to Ginna will co-produce.

The second project will be based on the internationally acclaimed novel by Sybille Bedford, "A Favorite of the Gods." Set in Rome, London and the south of France, it is the story of an Italian-American heiress of electrifying beauty and temperament and the men in her life.

## TELEMETER SEEKS FCC APPROVAL

(Continued from page 6)

chairman of the committee, said that a 14-page document had been filed by Cohn and Marks, the committee's attorneys.

The committee's counsel pointed out that it was a "plain and simple fact" that the scope of the Hartford test had been so limited by RKO that it had yielded virtually no meaningful information which would help the FCC to decide whether pay television should be authorized on a permanent basis.

"Perhaps," the Joint Committee's brief stated, "the most troublesome issues which the Commission must face in determining whether or not to permanently authorize pay television will have on the conventional television service."

In its so-called "First Report," the FCC had stated that "perhaps the most critical question which has been raised is whether subscription television would gravely impair the free television service."

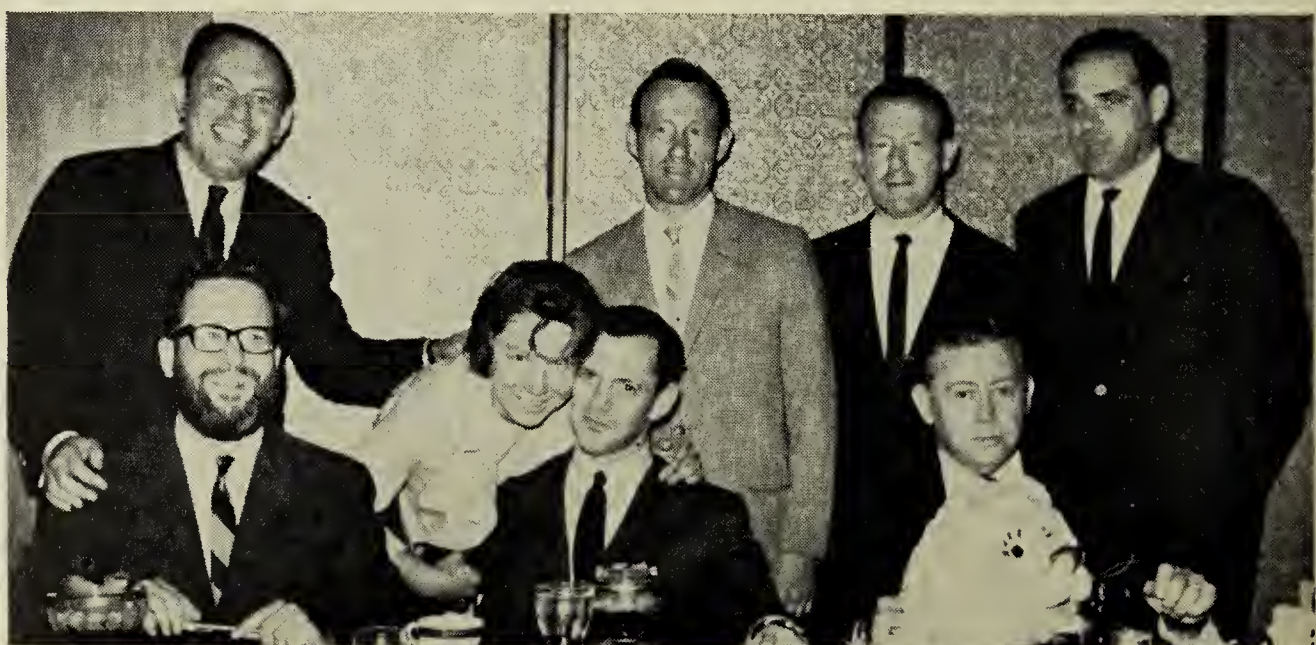
Harling said that at no time during the three-year test with the limited subscribers that RKO had, could it be expected realistically to shed light on the effect which a permanent pay tv system would have on free

tv. Particularly, he added, the Commission itself recognized that a total of even 50,000 subscribers was too small to substantially affect free tv stations in Hartford. At no time did RKO ever have more than 5,000 subscribers, he said. The FCC now must determine whether to grant the extension, set the matter down for a public hearing, notice a meeting for rule-making procedures, or deny the request in toto, Harling asserted.

"This application," he continued, "coming on the heels of the Zenith plea for nationwide permission, and the avalanche of CATV requests for franchises in hundreds of municipalities in the country, which they hope to convert to pay tv purposes, is being carefully studied and is, and will be, vigorously opposed by the Joint Committee."

"In the Zenith application, which is also being contested, the National Association of Broadcasters (NAB), acting independently, is opposing 'a blank check authorization,' to insure that the American public will not have to pay for that which is free today."

"The key to the entire controversy was, and remains, programming."



Tony Randall, co-star of Universal's "Fluffy," is seen in Cincinnati with, left to right, seated, Dale Stevens, Cincinnati Post and Times-Star; Mrs. Ben Cohen, Holiday Amusement Company; Gee Mitchell, Dayton Daily News; and, standing, Ben Cohen, Holiday Amusement Company; Lou and Al Levin, Levin Theatres, Dayton, Ohio; and Roy White, Mid States Theatres Company.



Eleventh in a series of advertisements directed to the trade



The Landau Releasing Organization — through Allied Artists — is a brand name that will merit ever greater attention with each passing month. Our aim: to become a source of major product... of infinite variety and uniformly high quality... for the theatre-owners of today...and tomorrow.



# The NEW YORK Scene

By Mel Konecoff

ACCORDING TO ARTIE SHAW, FORMER MUSICIAN OF NOTE, PEOPLE ARE asking, "Is he (Shaw) a lucky idiot or does he know what he is doing?" Many will find out over the balance of this year when he hopes to release three more pictures he acquired as follow-ups to his first hit, "Seance On A Wet Afternoon." The latter played 600 dates over the past six months of release, taking in a gross film rental of over \$650,000. According to Peter Horner, his vice-president in charge of distribution, another 600 dates are anticipated for the 101 prints in use.

He thinks that audiences will take to his selections because after so many years of being close to audiences, he has a feeling as to what they would like. Titles of films should be informative even if some may be frightened away by the implied content, but he would rather have this than to misrepresent any of his attractions. He tries to keep his operations maneuverable by existing with three or four features. Then, he doesn't have to keep buying celluloid just for the sake of remaining in business. If he can keep it small then he can also be selective, which is the way that he likes to operate. He looked at scores of pictures before making a single selection while on his last trip abroad.

Shaw had some unkind opinions regarding Hollywood production. People out there are still not attuned to the desires of audiences. They've got 20-20 hindsight, and the lack of imagination on the part of many "scars the hell out of me." New blood in the writing departments are needed by the business, but few people do anything about it. He got into the business by buying a picture no one else had any faith in ("Seance").

Shaw is not opposed to going into the theatre business if he could find a good theatre. He would like to take it over so that he could launch his pictures properly. A picture should be opened in a proper theatre. Otherwise, it can be damaged.

The three pictures he has upcoming are "How Not To Rob A Department Store," "The Strange Marriage of Mr. Mississippi," and "The Murderer."

**TRIBUTE NOTE: SCORES OF INDUSTRYITES GATHERED IN THE GEORGIAN Ballroom at the Hotel Americana to pay tribute to Paramount Pictures president George Weltner at a luncheon of the motion picture amusement division of the United Jewish Appeal. Harry Mandel, president of RKO Theatres and chairman of the division, acted as toastmaster, and he also reported that the past 26 years has seen \$11,712,000 raised by the division. Leonard H. Goldenson, president of the American Broadcasting Companies, made the presentation to Weltner, who was being honored by his colleagues for "extraordinary humanitarian efforts."**

Principal speaker detailing some of the problems facing the State of Israel was Miss Yael Dayan, Israeli author, soldier, and lecturer. Emanuel Frisch also addressed the gathering.

**LOVELIES DEPARTMENT: EIGHT OF THE COUNTRY'S MOST TALENTED YOUNG actresses were introduced to the press at a reception hosted by United Artists in the Presidential Suite of the New York Hilton last week. They will play the collective title role in the film adaptation of Mary McCarthy's best-selling novel, "The Group," which Sidney Buchman will produce from his own screenplay and Sidney Lumet will direct. It will be filmed in color in New York starting June 1 as a Charles K. Feldman Presentation. The gals are Candice Bergen, Joan Hackett, Elizabeth Hartman, Shirley Knight, Joanna Pettet, Mary Robin Redd, Jessica Walter, and Kathleen Widdoes.**

It was claimed that over 10 million copies, hard-cover and paperback, of the book have been sold thus far here and abroad.

**THE METROPOLITAN SCENE: NEW YORK WOMPIs HAVING THEIR FIFTH AN-nual installation dinner June 22 at the Tavern on the Green, with Si Fabian scheduled as guest speaker and Si Seadler to be master of ceremonies. . . . Yogi Berra, veteran baseball player and coach of the New York Mets, named honorary chairman of the New York Variety Club's Old Newsboy Day, to be held June 29. A number of the Mets, players and executives, will actively participate in the selling of a special Variety edition of the Journal American on June 29 in and around the New York area to help raise funds for a Children's Heart Center at the New York Medical College—Flower and Fifth Avenue Hospitals. They will join show business personalities and leaders of government and industry, who will also act as newsboys. . . . A new and expanded edition of D. W. GRIFFITH: AMERICAN FILM MASTER, by Iris Barry, was issued by the Museum of Modern Art to coincide with the current retrospective of his films at the Museum. Film enthusiasts and scholars have come to regard this long out-of-print book as the chief source of information about a key figure in the development of the American film. . . . Walter Jetton, the chef who stages President Johnson's western-style cook-outs at his Texas ranch, has been contracted by UA to handle the tent party which will follow the world premiere of "The Hallelujah Trail" at Loew's Capitol on June 30.**

## Powell Rejoins Columbia

NEW YORK—Charles M. Powell has been appointed national exploitation manager of Columbia Pictures, it was announced by Richard Kahn, Columbia coordinator of advertising and publicity.

Powell rejoins Columbia from the National Broadcasting Company where he is serving as advertising and promotion manager for NBC's New York radio outlet, WNBC. He entered the motion picture industry as a member of the Columbia publicity department and later served as national publicity coordinator for Paramount Pictures.

## New Fox Pact For Arcola

HOLLYWOOD—Arcola Pictures Corporation has renewed its production contract with 20th Century-Fox Studios, it was announced in a joint statement by Richard D. Zanuck, vice-president in charge of production at 20th-Fox, and Arcola president Aaron Rosenberg.

The new pact calls for Rosenberg to produce six pictures in the next three years for release by 20th Century-Fox.

In addition, Rosenberg will continue as executive producer of the "Daniel Boone" television series.

## Public Outcry Cancels "Stupid" Columbus Dates

COLUMBUS, O. — Waves of protesting letters and scores of phone calls from members of Columbus women's and church groups directed at two local downtown theatres and local newspapers have had the effect of cancelling booking of "Kiss Me Stupid."

Loew's Ohio originally booked the feature to follow "Goldfinger." That booking was cancelled. Then RKO Grand announced a June date for the film. The barrage of letters and phone calls were directed then at RKO city manager Ed McGlone, who announced the cancellation.

He said the letter writers and callers felt that "Kiss Me Stupid" was immoral and without artistic merit. McGlone said the decision to cancel is in line with "RKO Theatres' policy of quality entertainment."

Members of the Council of Catholic Women, United Church Women, and Christian Family Movement participated in the letters and calls. Last March, the Columbus and Franklin County Motion Picture Council expressed opposition to the booking at the Ohio. Members of the Interfaith Committee for Better Entertainment also voiced their disapproval.

"The action should not be looked upon as a triumph for latter-day Puritans," said Father George A. Fulcher, editor-in-chief of the Catholic Times, official weekly of the Columbus diocese.

"Rather, it is a sensible response to the wishes of the customer who pays his money at the boxoffice and should be entitled to some say so about the product," continued the editorial.

"Let no one say freedom is at stake here. Every merchant does not need to carry all lines of merchandise, especially that which will ruin his reputation as a community-minded individual. Besides, there are always unscrupulous entrepreneurs who will sell the inferior. Those whose lives will be incomplete without viewing dirt will find other exhibitors in Columbus who will exploit the prurient and may very well show 'Kiss Me Stupid.'"

"But it is great satisfaction to find in the movie industry a response to a rational appeal for something other than trash."

Father Fulcher said he is "not for censorship, except as a last resort."

The editorial was printed after the Loew's Ohio cancellation but before the Grand announcement. He concluded the editorial with:

"So we ask for a round of applause for Mr. Sam Shubouf (manager of the Ohio) and Loew's Theatres. We wish Mr. McGlone well in his endeavors and trust RKO will be similarly responsible. There is hope yet for the future of the film industry when management looks upon the public not as an enemy or a dupe, but as a customer and potential friend."

## Moos To UA Ad Post

NEW YORK—James Moos has been appointed United Artists' advertising director, it was announced by Fred Goldberg, UA vice-president.

Moos comes to United Artists from Norman, Craig and Kummel, where he directed the creation of advertising and promotion campaigns in all media for a wide variety of products. Prior to that he was with the D. P. Brothers agency in Detroit, working on the General Motors account.



## War Of Unpronounceables Finds Disney Triumphant

NEW YORK — "Supercalifragilisticexpialidocious," that tongue-twister song by Julie Andrews in Walt Disney's "Mary Poppins," did not sound to Judge Wilfred Feinberg like the 12-million-dollar infringement which it had been called in a U. S. District Court suit.

In denying the motion, made by music publisher Life Music and two song writers, for a preliminary injunction, the judge compared their song, based on a similar multisyllabic word, with the Disney song hit and held: "I have listened to phonograph records of both works, and, in my opinion as an average observer, there is no discernible similarity between the music of both songs."

The judge referred to affidavits of various persons who swore that the word was known to them many years prior to the time when the Life Music song was written, and he noted the assertion of Richard and Robert Sherman, writers of the Disney song, that they knew of the word long before.

The opinion handed down by Judge Feinberg, declares for the purpose of this motion that the word "was known to and used by members of the public for many years prior to 1951, the date when plaintiffs allegedly published their song."

"I am denying the motion for a preliminary injunction," said Judge Feinberg, "because plaintiffs have failed to make a prima facie showing that they will be able to prevail on the issue of infringement. Indeed, at this stage of the litigation, after listening to the songs and reading the affidavits submitted by both sides, it is my opinion that plaintiffs have seized upon the employment of the word in two otherwise dissimilar songs as the basis for an unfounded claim of infringement."

When attorney Roy W. MacDonald, who argued the motion for Disney, was asked for his comment on the decision, he said, "Supercalifragilisticexpialidocious!"

The Walt Disney organization was also represented by Spencer C. Olin and Franklin Waldheim, Disney legal staff.

## Film Press Unit Set

NEW YORK — A new press association, dedicated to work specifically with the film industry, has been formed. In monthly luncheon meetings, film producers and artists will discuss current developments in the film world with film reporters, critics, and trade journalists from the daily newspapers and from magazines.

A pro-tem executive committee has been chosen to elect a slate of officers for the new press association. Members of this committee are Jesse Zunser of Cue Magazine, Edwin Miller of Seventeen Magazine, Leo Mishkin of the Morning Telegraph, Leo Shull of Show Business, Manny Herbtzmann of Film Daily, Walter Carroll of the Village Voice, and Lee Posner of the All American Press.

## Electronovision Adds Publicist

LOS ANGELES—Marjorie Thomas has been named manager of west coast publicity by Electronovision president Bill Sargent.

With KHJ Radio for the past 14 months handling publicity and promotion, Miss Thomas, onetime trade reporter, has been associated in publicity-promotion capacities with Julian F. Myers, The Motion Picture Relief Fund, Casa Manana Theatre in Fort Worth, Christmas Seal Association, and National Telefilm Associates.

## LONDON Observations

By Jock MacGregor

HOW MUCH LONGER CAN THE INDUSTRY AFFORD THE LUXURY OF THE Cannes Film Festival? This year has probably seen the greatest spending spree yet and more people, particularly from the fringe, attending than ever. Scanning the lists of those from England alone reveals some of whom I have never even heard and others whose journeys seem hardly necessary. The organizers have extended the scope with the film mart and daily screenings of non-competing pictures for the international buyers present, but it is obvious that the hard core of festival goers resent commercial pictures in general and Hollywood in particular.

The festival may offer something to the smaller producing countries and independents without international outlets, but the major companies must consider whether they gain anything from costly participation. With so many sellers and buyers, those with pictures in the running for awards are apt to gamble and stand out for top prices, especially when there is an art house in sight. Some distributors have become wise to this and hold their bids so that many pictures end with inferior distribution and minimum terms.

The Croisette at festival time is a sight for cynical eyes. Producers (perhaps I should call them promoters) from many countries line shoot unashamedly in their efforts to set up their daydreams as co-productions. I often suspect some who favor co-production do so as neither party knows too much about the other's integrity—or credit. Yes, it is fun watching phoneys get together and waste their own instead of other people's time. Then there are the starlets, and the continental breed is tougher and more calculating than anything here. They sit there waiting to be discovered but flatter their egos by believing in the starring roles offered by the fringe mrrchants.

Cannes had all the signs of having become a bore, and I doubt whether many of the top international film men were really happy with their participation. Some business was done, and there was the opportunity to meet many of the world's film columnists. Even so, there is an added danger. The Mediterranean seems to make many vie with each other to be the most snide about commercial pictures. I cannot help feeling that it is better to support some of the smaller and more enthusiastic festivals than to pour these enormous sums—I should hate to try to estimate even Britain's contribution—into Cannes to boost its hotel and tourist trade. The value of the festival is perhaps best reflected by a British exhibitor who said: "A Cannes award means simply that you don't book the picture."

Cannes will be the venue of the 12th International Advertising Film Festival—a promotion of a very different kind—which starts on June 14 with a buffet reception and closes with a gala awards dinner on June 19. More than 1000 cinema and tv commercials from 25 countries and at least 1500 delegates are expected. This year, awards will be presented in duplicate to both the production and advertising companies concerned.

**PROBLEMS CONTINUE TO DOG BRITISH LION. "MODESTY BLAISE," WHICH WAS** to have gone into production under Joe Janni with Monica Vitti starring in May on a \$1,740,000 budget has been switched to 20th-Fox release. . . . MGM's Robert H. O'Brien and Maurice R. Silverstein were here for a three-day sales conference and the "Operation Crossbow" premiere. . . . Mo Rothman has promoted recently appointed general manager Alan Kean to the board of BLC, which distributes for Columbia and British Lion. . . . While foundations are being laid for Rank's Lancaster Gate Hotel and Marble Arch Odeon, topping out is being completed on the Curzon which has been moved up to the first floor level of the Mayfair redevelopment. . . . Pan's paperback of "Goldfinger" is the first to sell 2,000,000 copies here. And talking of spies, "To Trap A Spy," made for American tv but released here theatrically, is proving a turn up for the book. It did the best business in two years at MGM's Ritz, Leicester Square. On release, it supports "Americanization of Emily." I caught this program at my nearest ABC on a Tuesday night and found a 90 percent capacity audience revelling in both movies. . . . Recently, Martin Ritt took over one of my local pubs, The Elgin, to shoot scenes for the Richard Burton starrer, "The Spy Who Came in From the Cold." Now Otto Preminger is using another, The Warrington, for "Baby Lake Is Missing," with Carol Lynley. Naturally, I dropped in to see how they had recovered from Cannes and was assailed by an indignant female who wanted me to sign a petition protesting against the unit having commandeered "the ladies." I did not sign.

STROLLING IN HYDE PARK ON SUNDAY I COULD NOT BELIEVE MY EYES, BUT it was Russell Hadley playing baseball with Martin Ritt, producer-director James Harris, taking time out from editing "The Bedford Incident" for Columbia, and other Americans. . . . Some feel that a visiting publicist has been here long enough to know that surnames alone as signatures are the prerogative of peers—and to realize that no one is fooled. . . . Former 20th-Fox publicist Ron Shinn has succeeded Alan Wheatley at Compton. George Skinner has left UA to join Andrew and Virginia Stone. . . . With half a million enthusiasts using 8mm film here, the National Film Theatre provided a diverting morning by press showing the year's prize winning 8mm films before public screening. Ken Russell, director of "French Dressing," and tv white hope, graduated from being an 8mm amateur. . . . Anthony Z. Landi has grabbed Georges Cheyko's "The Black Tulip," starring Alain Delon and Virna Lisi, for UK distribution, in the Cinerama single lens process. . . . "Island of the Blue Dolphins" has been trimmed by 16 minutes for release here in support of "Truth About Spring." . . . Michael Anderson, Jr., having acted in five Hollywood pictures on the trot, is home to seek the "sort of part that can be found here more readily than in America to broaden his range." . . . Cy Enfield, Stanley Baker, and "The Sands of Kalahari" unit are home after months on the Kalahari Desert.



## ATLANTA

Kim Novak and her husband, Richard Johnson, were here for advance publicity for Paramount's "The Amorous Adventures Of Moll Flanders," and received plenty of attention. Over 2,000 spectators were on hand at the airport to witness their arrival; and at City Hall, Mayor Ivan Allen presented Miss Novak and her husband with a kinkajou honey bear named Kim.

## BUFFALO

The Wurlitzer Company's annual report to stockholders paid special tribute to Farny R. Wurlitzer of Buffalo, board chairman and the only living son of the founder of the 109-year-old company. President R. C. Roling noted that Wurlitzer, who celebrated his 81st birthday last Dec. 7, for 61 years has been active in the affairs of the company. "His untiring efforts, his devotion to the company founded by his father, and his keen business judgment over a long span of years have been important factors in the growth and development of Wurlitzer," wrote the company's president. Wurlitzer operates a huge plant on the Niagara Falls boulevard in the Town of Tonawanda and on the grounds of which Melody Fair, the theatre-in-the-round is located. It was in this plant that the famous "Mighty Wurlitzer" organs, featured in many theatres throughout the land, were made. Now the featured products are juke boxes. . . . "The Beatles Have Had It!" That is the appraisal of Mrs. Edna Hemminger, who at 84 is the manager of the tiny 400-seat Park, Franklinville, N. Y., which she has managed for about five years. She says that her box office reflects a decline in popularity of the bushy-haired British boys. "When their first movie played here about a year ago, we stood them up," said Mrs. Hemminger. "When we had them back two weeks ago, there was hardly a stir among youngsters. Business was quite ordinary." Mrs. Hemminger, a business-like grandmother type, started as ticket seller about 20 years ago, when the theatre was open full time. The Park is now open Friday, Saturday, and Sunday evenings. When the theatre is open, she is in the box office selling tickets and overseeing the refreshments concession until the performances are well under way. She also checks on the lighting, ventilation, and heat, helps keep order, takes care of the payrolls, banking and petty cash payments, and presides over the staff of three. Howard Myrick, high school student, does the cleaning, takes tickets or changes the posters, and acts as "bouncer" when necessary. Anthony Amitrano and Alfred Howard alternate in the projection booth. Booking, advertising, and other business details are handled by the owners, Mr. and Mrs. Angelo F. Scurro, Mt. Morris, N. Y., members of the Martina Circuit family. Although Mrs. Hemminger admits the children "get under my skin at times," she doesn't share the belief that they are tougher to manage than those of a generation ago. "Most of them behave fine if the movie is interesting," she says. . . . A new motion picture theatre will be built in Panorama Plaza, suburban Rochester, this summer and opened in the fall. The Panorama will be the fourth plaza theatre to be built this year in the Rochester environs this year, including Loew's new Pittsford, and the third by Jo-Mor Enterprises, Inc. The fast growing circuit in Kodak Town now includes the Stone Ridge, the Towne (expected to open in Jefferson Road opposite

South Town in June), and the Associated theatres, the Cinema, Fine Arts, and North Park Drive-In. . . . William E. McKnight, manager, Seneca, Seneca, and Cazenovia, south Buffalo, is at it again. This time, Bill arranged to have the Savios St. Teresa's Boys Choir sing on the stage to help the boys raise funds to send the choir to sing at the World's Fair in June. To publicize the event, Bill arranged to have the boys distribute a flashy herald, featuring a photo of the choir and an ad showing the folks what a big show they would see in addition to the performance on the stage by the youthful singers. The show also got a lot of word of mouth advertising. As a result, both nights were SRO. . . . Robert Emmett Ginna, Jr. co-producer of "Young Cassidy," made a combined social-business trip to Rochester which brought him back to his old home for a reunion with his parents, Mr. and Mrs. Robert E. Ginna. His father is chairman of the board of the Rochester Gas and Electric Corp. While in Rochester, "Young Cassidy" was being shown on the Paramount screen. . . . Fire caused \$500 damage to the snack bar at the Sheridan Drive-In, Town of Tonawanda. Chief Robert Schoelles, Sheridan Park Volunteer Fire Co., said paper cartons were piled onto a grill which had not been turned off. The fire rekindled a few hours later but was quickly extinguished without further damage. . . . The Rochester Theatre Organ Society presented Ashley Miller, concert and theatre organist, in a concert on the RKO-Palace organ in Rochester. . . . "What kind of a moviegoer are you?" asks Fred Keller, manager, Circle-Art, in the heading of an ad on "Red Desert." Fred went on to say, "Is Doris Day 'Pillow Talking' with Rock Hudson your idea of a big night at the movies? Does thinking give you a headache? Are you reasonably happy, content, well adjusted? IF SO, STAY OUT OF THE CIRCLE ART! We'd hate to disturb your magnificent aplomb! But if life is a drag and you're fed up with wide screen tv; if you're looking for the new, the challenging, the difficult; if you think a movie ought to shake you as well as 'entertain' you, then, Buster, there's a seat waiting for you in our theatre. (And don't worry about finding it, the company of those who dare is always a small one!)." . . . Over the objection of Councilman-at-Large Albert J. Petrella, who is also first assistant chief barker of Tent 7, Variety Club of Buffalo, the Common Council granted the Studio permission to erect a sign above the street. The permit allows the sign, soliciting subscriptions to the Studio, to remain until June 1. Petrella, opposing on the ground it is illegal to advertise over state highways, claimed "profits" are involved. However, a council colleague, Roland R. Benzow, asserted "I want to enlighten Mr. Petrella. If he's talking about the Studio Theatre, they haven't made a bean in years!"

## CHICAGO

Lief Erickson, who appears in Universal's "I Saw What You Did" and "Mirage," was in. . . . Paul Schoenwetter, Sun Times, married Jill Myers of the same newspaper. . . . Sanford Kohlberg, circuit theatre owner, has taken over the local territory rights for Electronovision's "Harlow". . . . Chicago Censor Board reviewed 66 films in April with six rejects and six eliminations. . . . Clarence Lamon, veteran of Granville Pictures, died at St. Francis Hospital, Evanston, Ill. . . . Harlan Dagel, Grand, married Beverly Swift, of Evanston, Ill. . . . Jean Barr was named to

the sales staff of United Artists exchange, where Arline Beatty was named to the publicity department under publicity director Wally Heim. . . . Ted Pladis has joined CATV division of Alliance Theatre Circuit. . . . Will Dubinsky reopened the Riverland Outdoor, Rockford, Ill., for the season. . . . Brotman Sherman Circuit have named the new house under construction in Champaign, Ill., the Thunderbird. House will be ready for a fall opening. . . . Mill Run Playhouse and theatre will open June 18 for year 'round theatre going. Rach, Vaughan and Mann Circuit will operate. . . . Stella Stevens, one of the stars of Columbia's "Synanon," Roosevelt, was in for a whirlwind tour of the town boosting the film. . . . Kim Novak and her newly wed husband were in to visit her family, who live here. . . . The Lakeland Drive-In, Angola, Ind., was purchased by Jerry Ankenbruck from Mr. and Mrs. Clair Stuckey. . . . Bloomer Amusement Company, Belleville, Ill., is operating the Illinois, Centralia, a property it took over from Fox Midwest Theatres. . . . The Variety Club of Illinois sponsored a salute to Irving Kupcinec, Sun Times columnist and tv personality, at the Civic Opera House. Admission was the purchase of Israel Bonds on their 17th anniversary. Chief Barker Vic Bernstein was chairman of the event at which many stage and film personalities appeared.

## CINCINNATI

Ed Salzberg, operator of the art Guild, has leased the suburban Esquire in Clifton and the theatre in Hyde Park from the present operators, Cincinnati Theatres, effective June 16. Clifton is to operate on the art-film policy and the Hyde Park to play mostly family-type films. . . . RKO International '70 has been leased to Beacon Enterprises, Beverly Hills, Calif., theatre operators, effective June 2. The house is to continue to present first-runs and all personnel will be retained, including manager J. E. Jones. "Sound of Music," currently on a reserved-seat policy, is to continue. . . . There will be two more changes in downtown theatres in the near future. The Keith building, which houses Cincinnati Theatres' Keith, is to be torn down at some future date as a part of the city's urban renewal project. This will leave Cincinnati Theatres without a downtown theatre. . . . RKO Grand's present lease is up in August. It is anybody's guess what the outcome will be. Currently six-first-run theatres circle the core area and business interests are concerned that the amusement center in the downtown district continue to be strong.

## COLUMBUS, O.

Livingston neighborhood has instituted Monday through Thursday summer bargain days with admission at 25 cents. . . . John Wayne will sponsor the Miss Firefighter trophy rather than Sean Connery, as previously announced. The Wayne sponsorship is a tie-in with "In Harm's Way," which opens June 25 at Loew's Ohio. . . . The Electronovision "Harlow" was booked by the Beechwood, State, Esquire, Boulevard, New Main, CCC auto theatre, Eastside, and W. Fifth Avenue drive-ins. . . . Friends of Harry Schreiber, manager of Veterans Memorial and former RKO city manager, are extending sympathy in the recent death of his father, Charles, at Chestertown, Md. . . . Columbus friends of Rein Rabakuk, former assistant manager of Loew's Ohio, are congratulating



him on his appointment as manager of the new de luxe Loew's Pittsford in suburban Rochester, N. Y. . . . Ron Pataky, Citizen-Journal theatre editor, is vacationing in California. . . . Screen actress Maureen O'Sullivan will star with Arthur Godfrey in the Kenley Players' stage production of "Never Too Late" the week of July 27 at Veterans Memorial. Godfrey replaces Milton Berle, who has signed to appear in the new Joseph Levine film, "The Oscar." . . . Co-existence between families of starlings and sparrows in the marquee of Academy-Neth's suburban Beech-wold is reasonably peaceful. The two breeds of birds are not noted for their friendliness, but a truce evidently has been in force. Both nests are lodged in the big "B" in the Beechwold marquee.

## DALLAS

"The Family Jewels" with Jerry Lewis has a July 31 opening date at 16 Dallas area theatres. . . . Skateboard enthusiasts have been invited to "surf" at the Gemini D-I from 8 a.m. to 4 p.m. on Saturday. There will be an admission charge. . . . The Women of the Motion Picture Industry held their annual Bosses Luncheon at the Century Room of the Hotel Adolphus and announced that Bill W. Slaughter, Rowley United Theatres, has been named "WOMPI Man of the Year." Also honored at the luncheon was Rosa Browning, named "WOMPI of the Year." . . . A multiple first run opening will be given "The Battle of Villa Fiorita" scheduled for May 27 at the Wilshire, Gemini North, Rex Cinema, Cinema Big Town, Jefferson, and Belt Line 67. . . . The Majestic will open "The Sons of Katie Elder" on July 29. The film was made largely in Mexico. . . . Urban Thielman, head of music work for 20th Century Fox Studios, is currently visiting in Dallas. He has been heard in more than 1,200 motion pictures playing the piano or organ since he went to work in the movies in 1933. He is president of the National Association of Watch and Clock Collectors, which held its convention in the Statler Hilton Hotel. . . The Major has been reopened after a complete remodeling under new management. The opening bill included "Major Dundee" for its first suburban showing and "Incredible Mr. Limpet." There will be a "kiddies matinee" with the showing of "The Cowboy." . . . Interstate Theatres are offering the "perfect graduation gift," Interstate's Books of Theatre Tickets in four denominations, \$3, \$5, \$7.50, and \$10, with bonus passes in each book. . . . Actress Teresa Wright, wife of playwright Robert Anderson, flew in to Dallas to be with her husband for the premiere of his play, "The Days Between," at Theatre Center. . . . The Texas premiere of "Shendandoah" has inspired a contest sponsored by the Dallas Tims Herald and the Majestic which will send a lucky family on a Mexican vacation. The contest, a six part photo identification quiz, has the title, "Name the James Stewart Movies Contest." The pictures show a scene from the film and the names of several movies they might be from, and they will appear for six days. Contestants must also submit a 40 word essay or less on the subject, "I enjoyed James Stewart best in (your favorite James Stewart movie) because." The winner received an all-expense trip to Guadalajara, Mexico. The female members will receive a \$500 sports wardrobe and expense money for all for meals and entertainment.

## DENVER

A six week talent show has been scheduled for the Jefferson County area just west of Den-

ver by the Arvada theatre. To be hosted by a local disc jockey, the talent show will be held each Friday evening as an extra added attraction to the regular film program. . . . Marie Sawaya, Strand, Trinidad, Colo., has returned to work after being hospitalized. . . . Installation of new Grosh draperies at the Liberty, Great Falls, Mont., has been completed by the National Theatre Supply Co., who have also just recarpeted the State, Cutbank, Mont. . . . The Holiday here has held the finals for the "Miss Colorado Universe." 18-year-old Cathy McPherson of Colorado Springs was selected to carry the title. . . . L. J. Albertini, Wolfberg-Compass Drive-In Theatres district manager, has complete supervision of an \$80,000 remodeling job on the East Drive-In. Installation of a new snack bar and projection booth, an enlarged 70mm screen, projectors, and sound system were included in the job. . . . Charlie Alum's wife, Elizabeth, is now home after recent hospitalization. Alum is manager of the Fox Ogden here. . . . Giant new air-conditioners are being installed in the Paramount downtown.

## DES MOINES

Motion picture exhibitors scored a victory in the first round on the minimum wage bill brought out by the Senate industrial committee, which called for \$1 an hour until Jan. 1, 1967, when it would be increased to \$1.25. The movie industry was able to have an amendment added in committee exempting motion picture theatre employees from the bill. A similar attempt by the hotel industry failed. . . . Peter Frederick, former manager, Capri, Des Moines, will be manager of the new de luxe Capri, Lake City, Ia. The house is scheduled to open shortly. . . . The new Plantation Drive-In, West Des Moines is scheduled to open shortly. . . . Russ Hill has retired from active management for Central States at Ottumwa. . . . Eleanor Jackson, formerly with Columbia, is now in the booking department at United Artists. . . . Florence Work, Tri-States, has been elected president of Des Moines WOMPI. Margaret Shields, Central States, was named first vice-president; Joyce Taylor, Paramount Pictures, second vice-president; Leone Matthews, Tri-States, corresponding secretary; Nola Wright, Iowa Film Delivery, recording secretary; and Pauline Mosier, Central States, treasurer. The Des Moines group will be host to the service organization's national convention in 1966. . . . Dick Kaufman and Luther Hoefert have taken over the Orpheum, Rock Valley, Ia.

## HOUSTON

Julius Gordon, Jefferson Amusement Co., hosted a party to show off the new Sharpstown. The new 1,200 seat house is located in the Sharpstown Shopping Center. The Jefferson operates the Windsor Cinerama, only wide screen house in the city. The new Sharpstown will have projection facilities for all dimensions and processes. The opening film is Universal's "Mirage," with Gregory Peck and Diane Baker. . . . A local policeman, D. D. Baker, was unimpressed by the big yellow 1930 Rolls Royce illegally parked and placed a ticket on it. Robert Lawrence, English chauffeur touring with the vintage car to promote the movie called "The Yellow Rolls Royce," said that he would gladly pay the fine. The car is said to be worth an estimated \$40,000. . . . A troupe of eight Hollywood personalities headed by James Stewart will make two stage appearances at the Majestic on June 3 for the premiere showing of "Shenandoah." In addition to Stewart, the stars include Doug McLure,

Rosemary Forsyth, Pat Wayne, Glenn Corbett, Phillip Alford, Katherine Ross, and director Andy McLaglen, who will also serve as master of ceremonies. The troupe is scheduled to go to Dallas on June 4 for two appearances and will make an appearance that night at the Worth, Fort Worth. Individual members are also visiting other Texas towns.

## JACKSONVILLE

Manny Oliver, who formerly operated the Capitol, St. Petersburg, has acquired the Ridgewood, Daytona Beach, from Lou Hensler. . . . Bill Baskin, who has resigned from the booking staff of Florida State Theatres, was the guest of honor at luncheon in the Roosevelt Hotel. Hosts and hostesses at the luncheon were the booking staffs of AIP, Paramount, United Artists, MGM, Universal, Buena Vista, Warner Bros., and Columbia. . . . Wesley J. Burns, former Empress door-man, is the new co-manager of the Florida State Theatres parking lot, along with Dave Barnett. He succeeds Earl K. Ivey, sidelined with a broken leg. . . . Richard Biscopink, formerly of Liggett-Rexall, is a new member of Al Hildreth's staff at the Empress. . . . Sunny Greenwood, Universal booker, went under a doctor's care when she came down with an attack of shingles. . . . Bill Beck, who formerly operated the first-run Five Points, is now with the Today Theatre Corp. at St. Cloud, Fla. . . . Snake Richardson has come out of retirement to take over the Dominant Pictures branch office in Atlanta. . . . A large crowd of WOMPI members and friends celebrated WOMPI's 10th anniversary in this city at a beach party at Jacksonville Beach. . . . FST's downtown Imperial opened with a run of "Black Spurs," a modest-budget western produced by A. C. Lyles, who was an usher at the local Florida before he trekked to Hollywood about 25 years ago. . . . Judge May, Florida Times-Union motion picture editor, termed "The Amorous Adventures of Moll Flanders" a "classic story of spice and vice" and recommended it to adult moviegoers in advance of its opening at FST's downtown Center. . . . Marty Shearn, manager, downtown Center, presented a Saturday night sneak preview showing of "Cat Ballou" during his run of "Young Cassidy." . . . The WOMPI annual installation of new officers will be held in the Robert Meyer Hotel June 19, preceded by a cocktail party in the hotel's presidential suite.

## MEMPHIS

Lou Haven, Jr., has begun operation of Skyway Drive-In, Forrest City, Ark. At Corning, Ark., 67 Drive-In has resumed operation, and at Lepanto, Ark., Lepanto Drive-In has opened for the season. . . . Better Films Council, Mrs. Cleve Read, film reporter, selected "Sound of Music" as the Best Family Movie of the Month, and "Cheyenne Autumn" as the Best Adult Movie of the Month. . . . Lois Evans, Film Transit, is the new president of the local WOMPI. Mary Ann Bartlett, 20th-Fox, is first vice-president; Lurlene Carothers, United Artists, second vice-president; Mary Catherine Baker, United Artists, recording secretary; Deltine Winters, Malco, corresponding secretary; and Jessie Ray Lucy, Malco, treasurer. The group voted to send the president and a delegate to the national WOMPI convention. At the April meeting, held in the Variety Club quarters, Pat Bartlett, teenage daughter of Mrs. Mary Ann Bartlett, WOMPI officer, and a group she organized, "The Night Walkers," entertained with a musical program. W. H. Lovell was the winner of the Buck-of-the-Month proj



ect. . . . The ladies of the Malco Theatre Chain entered at the Variety Club with a luncheon for Mrs. Douglas Murray, recent bride. Mrs. Murray is receptionist at the Malco office. . . . Sunset Drive-In, Calvert City, Ky., has begun operation for the summer. Paducah Drive-In, Paducah, Ky., is also in full summer operation. . . . Princess, Lexington, Ky., closed for air conditioning repairs. . . . Halls, Halls, Tenn., according to W. F. Ruffin, Jr., closed after the playdate of May 3. . . . Bel Air Drive-In, Centerville, Tenn., has reopened for the season. . . . Laco Drive-In, Lexington, Tenn., is in operation for the summer season. . . . T. E. Williams has temporarily closed Tyson, Clarksdale, Miss. . . . Miss Miteel Nassar reopened Shelby, Shelby, Miss. . . . The MGM 6,160-pound Rolls star of "The Yellow Rolls-Royce," presently touring the country to promote the picture, visited Memphis during the city's Cotton Carnival.

## NEW ORLEANS

Robert Brunet, owner, neighborhood Famous, awarded a one week round trip vacation for two to Eureka Springs, Ark., in the Ozarks, in a theatre attendance contest. . . . Frank Patterson reopened the long closed DeSota, Mansfield, La. . . . Gulf States Theatres reopened the Canton, Canton, Miss., after a short closing. . . . Mrs. Elizabeth McBride, after 17 years with United Theatres, is leaving the company in July to become a

teller in a local bank. . . . Gulf States Theatres' Lyric reopened under the management of Henry Lockey. . . . M. S. Abraham closed the Trace, Port Gibson, Miss., until September. . . . MGM staffers were in second place in the exchange division of the company's 40th anniversary drive. . . . The WOMPI of New Orleans celebrated their 12th anniversary at a grand and glorious party at the Variety Club. C. Clare Woods, president, United Theatres, was guest speaker. Honored were Anna Horst, recognized for achieving 5,000 hours volunteer service to Veteran's Hospital during the past several years; and Mrs. Anna M. Auslet, MOTION PICTURE EXHIBITOR correspondent, who was given a certificate of merit for her cooperation to the organization throughout the years.

## NEW HAVEN-HARTFORD

Jack Scanlon III, Danbury, Conn, city manager for Stanley Warner Theatres, has put reduced admission into effect for patrons over 60 at the Palace and Empress, that city. This viewer element will be given membership cards in newly-established Danbury Golden Age Movie Club, entitling them to pay 60 cents matinees and 75 cents evenings on Saturdays and Sundays, as compared to regular admission of 90 cents, matinees, and \$1.25 at other times. The local newspaper, Danbury News-Times, is helping in distribution of membership cards. . . . Industry pioneer Peter G. Perakos, Sr., president of Perakos Theatre Associates, New Britain circuit, will receive the Order of AHEPA'S Yankee District 1965 Award at its June 6 annual convention at Schafft's Motor Inn, Waterbury. AHEPA is a Greek-American cultural-social organization. The Yankee District covers Connecticut, Western Massachusetts, and Rhode Island. . . . The subsequent-run Rivoli, Bridgeport, has an "Early Bird" price, effective daily from 12:30 to 2 p.m., charging only 50 cents for all seats. . . . Frank Morel, Lawrence, Mass., has joined Redstone Theatres as trainee manager at the deluxe Cinema 1 and 2, West Springfield, Mass. Replacement for Ray Crum, who recently resigned as Redstone resident manager, is yet to be determined by district manager John P. Lowe. . . . Hartford is riding the crest of a building boom that has placed it among the top 25 American cities in the value of building permits issued. A Dun and Bradstreet list for first quarter of 1965 shows Hartford posting permits worth \$20.4 million, to oust Boston, a city four times its size, from the top 25 list. . . . Ray McNamara, Hartford resident manager for New England Theatres, Inc., the AB-PT regional affiliate, has been elected to the executive committee of the convention and visitors bureau of the Greater Hartford Chamber of Commerce. . . . In latest New Haven film row developments, two exchanges—Paramount and 20th-Fox—have moved from 1890 Dixwell ave., Hamden, to Stanley Warner Roger Sherman Theatre Building, New Haven. Allied Artists has closed out its Connecticut exchange; bookings are now handled out of New York. Dave Titleman has arrived from Boston to take over management of the MGM exchange, succeeding Connie Carpou, newly assigned to similar post in San Francisco.

## PHILADELPHIA

Robert Anderbere, the display artist-car-penter with Richart Studio for 20 years, is in Osteopathic Hospital. . . . Bill Kanefsky, now at the SW Logan, had a full page co-op ad in the local Logan Times with the next door Asia Restaurant on Mother's Day. The restaurant paid for the ad; and offered a free

guest ticket to any mother having dinner on the week-end. . . . The Troc has discontinued burlesque stage shows for the summer; but will continue with girlie movies. . . . Benny, American, Harris is getting ready to celebrate what anniversary of the establishing of his exchange. He is one of the veterans in the business.

## SAN ANTONIO

The Majestic, ace downtown Interstate flagship, managed by Lynn Krueger, presented the closed circuit live television of the heavyweight championship fight between Sonny Liston and Cassius Clay on May 25 and the Indianapolis 500 mile race. Special box office was set up in front of the Majestic lobby to handle ticket sales for the two special events. . . . Singer Frankie Laine and his actress wife, Nan Grey, were visitors here appearing at the Frost Bros. two stores introducing Miss Grey's invention, the revolutionary "Close-up Mirror-Lens," a makeup mirror designed and researched for far sighted, nearsighted, and normal vision people to use without wearing their glasses. Born Eschol Miller in Houston, Miss Grey was offered a film contract by three major studios while a teen-ager visiting on the west coast with her mother. At Universal, she starred in such motion pictures as "Three Smart Girls," "Three Smart Girls Grow Up," "The Under Pup," and "Girl's School." . . . In conjunction with the opening of "Shenandoah" on June 5 at the downtown Majestic there will be a stage show with James Stewart, Doug McClure, Glenn Corbett, Patrick Wayne, Rosemary Forsyth, Phillip Alford, and Katharine Ross on stage. Andrew V. McLaglen, director, will be master of ceremonies. . . . Alvin Krueger, manager of the suburban Laurel, has posted the closing notice for "Mary Poppins" after a run of 18 weeks. This is to be followed by "The World of Abbott and Costello" and "Lilies of the Field." . . . George Bannan, exploitation director of the Universal exchange in Dallas, was in on a visit to make arrangements for the appearance of the stars of "Shenandoah." . . . Radio KUKA sponsored two horror movies at the Empire Saturday morning in their series of sponsoring shows for teen-agers. Admission was with an empty package of a Facs Product. . . . A new 40x80 foot screen was recently installed by the E. L. Evans Construction Co., at the Spade D-I Levelland, Tex. The new screen replaced one which was destroyed in a fire in February, and is able to withstand winds up to 125 miles per hour. . . . Funeral services were recently held for Bryan Blythe, former owner, Van, Van, Tex., who died in a hospital at Tyler, Tex.

## SEATTLE

20th-Fox's "Von Ryan's Express" is set for June 23 at the Coliseum. . . . In a significant blow against censorship, Municipal Court Judge Charles Z. Smith ruled that defendant Robert S. Johnson, operator of the Gramercy, Seattle, was not guilty of showing an obscene film, "Sin in the Suburbs." While he assailed the makers of the motion picture, he handed down a 15-page decision in the case in which the city had charged the film was obscene. Johnson was arrested Jan. 28 after police vice-detectives had viewed the film. After consideration, Smith ruled that regardless of the picture's merit, it was not obscene, declaring, "Obsenity, to be subject to successful criminal prosecution, must be behavior, conveyed by sight or sound, which is offensive to the average person in the community."

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# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JUNE 2, 1965

SECTION TWO  
VOL. 73 NO. 19

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy  
CAR—Cartoon

COMP—Compilation  
D—Drama  
DOC—Documentary

MD—Melodrama  
MU—Musical  
W—Western

NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama  
CS—CinemaScope  
DC—Deluxe Color

DS—Dyallscope  
EC—Eastman Color  
MC—MetroColor

PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor

TE—Technirama  
TS—Techniscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western  
FOOL KILLER, THE—D-9B.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau  
6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made  
6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer  
6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau  
6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made  
6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad  
6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (4-22-64)—Interesting topical drama—(Filmed abroad)  
6542 UMBRELLAS OF CHERBOURG, THE—NOV-.90m.—Catherine Deneuve—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau  
6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

#### COMING

ANKLES AWAY—Kenneth Moore  
BIKINI PARADISE—(EC)—Janette Scott, Kalron Moore  
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell  
CITY OF FEAR—Terry Moore  
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs  
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English  
FINGER ON THE TRIGGER—Rory Calhoun  
HOT SPY, COLD CORPSE—Kerwin Mathews  
HUMAN DUPLICATORS—George Nader  
LAST MESSAGE FROM SAIGON—Burt Reynolds  
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins  
MARA OF THE WILDERNESS—(EC)—Adam West, Linda Saunders  
MUTINY IN OUTER SPACE—William Leslie  
OSS 117—Irina Demich, Nadia Sanders  
PIE IN THE SKY—Lee Grant, Richard Bray  
RACING FEVER—(C)—Joe Morrison, Barbara Blgert  
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula  
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs  
TICKLE ME—Elvis Presley

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 ATRAGON—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made  
6503 BEACH BLANKET BINGO—CMU-98m.—(P.V.;PC)—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-36-65)—Teeners will enjoy latest beach bash  
406 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes  
6410 CONQUERED CITY—M-91m.—David Niven, Ben Gazzara, Lea Massari—5257 (3-3-65)—War-time meller has names to help—Filmed abroad  
A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry  
814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English  
412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English  
6506 GO GO JUANITA—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-36-65)—Musical strictly for teens—English made  
403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made  
6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair Import has potential—Japanese-made; dubbed in English  
6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made  
416 PAJAMA PARTY—CMU-83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd  
6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty  
407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry  
6419 TOMB OF LIGEIA—MD-81m.—(C)—Vincent Price, Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made  
404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made  
408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer  
6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

#### TO BE REVIEWED

DIE, MONSTER, DIE—(C;S)—Boris Karloff  
HOW TO STUFF A WILD BIKINI—(PV; C)—Annette Funicello, Dwayne Hickman, Mickey Rooney  
NAVAJO RUN—Johnny Seven, Virginia Vincent  
PLANET OF TERROR, THE—(TC; S)—Barry Sullivan, Susan Hart  
SERGEANT DEADHEAD—Frankie Avalon, Eve Arden, Deborah Walley

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

Across The River .....	Misc.
Adventures Of Scaramouche ....	A2 Emb
• Agony And The Ecstasy, The ...	A2 Fox
• Alphabet Murders, The .....	MGM
Americanization Of Emily, The .	B MGM
Amorous Adventure Of	
Moll Flanders .....	B Par.
Anatomy Of A Marriage .....	A4 For
• And Now Miguel .....	U
Andy .....	A3 U
• Ankles Away .....	AA
• Apache Gold .....	Col.
Apache Rifles .....	A1 Fox
Ape Woman, The .....	A3 Emb.

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder. Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



• Arizona Raiders, The ..... Col.  
 • Around the World Under the Sea ..... MGM  
 Art of Love ..... A4 U  
 Atragon ..... A1 A-I  
 Awful Dr. Orloff, The ..... For.

## B

Baby, The Rain Must Fall ..... A2 Col.  
 Back Door To Hell ..... A2 Fox  
 Banana Peel ..... For.  
 • Battle of the Bulge ..... WB  
 Battle of Ila Florita, The ..... A3 WB  
 Bay Of Angels ..... A3 For.  
 Beach Blanket Bingo ..... A2 A-I  
 • Beach House Party ..... Fox  
 Bedtime Story ..... A3 U  
 Behold A Pale Horse ..... A2 Col.  
 Bebo's Girl ..... A3 Cont.  
 • Bedford Incident, The ..... Col.  
 Bikini Beach ..... A3 A-I  
 • Bikini Paradise ..... AA  
 Black Spurs ..... A2 Par.  
 Black Torment, The ..... For.  
 • Blindfold ..... U  
 • Blood And Black Lace ..... B AA  
 Blood On The Arrow ..... A2 AA  
 • Boeing-Boeing ..... Par.  
 • Born Free ..... Col.  
 • Bounty Killer, The ..... EMB  
 Boy Ten Feet Tall, A ..... A1 Par.  
 Brain, The ..... For.  
 Brainstorm ..... A3 WB  
 • Brigand of Kandahar, The ..... Col.  
 • Buddha ..... A3 Misc.  
 Bullet For A Badman ..... A2 U  
 • Bullwhip Griffin ..... BV  
 • Bunny Lake Is Missing ..... Col.  
 R. Riley's Back In Town ..... A3 U  
 Bus, The ..... Misc.

## C

• Cabriola ..... Col.  
 Caddy, The ..... A1 Par.  
 Carry On Spying ..... For.  
 Cartouche ..... A3 Emb.  
 Casablanca ..... For.  
 • Casanova '70 ..... Emb.  
 Castle Of Blood ..... Misc.  
 Cat Ballou ..... A2 Col.  
 Cheyenne Autumn ..... A1 WB  
 • Chinese Adventures In China ..... UA  
 • Cincinnati Kid, The ..... MGM  
 Circle of Love ..... C Cont.  
 Circus World ..... A1 Par.  
 • City In The Sea ..... A1  
 • City Of Fear ..... AA  
 Clarence The Cross-Eyed Lion... MGM  
 Cleopatra ..... B Fox  
 Code 7, Victim 5 ..... A3 Col.  
 Collector, The ..... Col.  
 • Congo Viper ..... Col.  
 • Convict Stage ..... Fox  
 Conquered City ..... A-I  
 Contempt ..... C Emb.  
 Cool World, The ..... A4 Misc.  
 • Country Music Caravan ..... AA  
 Crack In The World ..... A2 Par.  
 • Crack Of The Whip ..... WB  
 Crazy Desire ..... B EMB  
 • Curse Of The Fly, The ..... Fox  
 Curse of the Mummy's Tomb, The A2 Col.  
 Curse of The Stone Hand ..... Misc.

## D

• Dark Intruder ..... A2 U  
 • Darling ..... Emb.  
 Dear Bridgett ..... A1 Fox  
 Dear Heart ..... A3 WB  
 • Devils of Darkness ..... Fox  
 Diary Of A Bachelor ..... B A-I  
 Diary of a Chambermaid, The ..... B For.  
 Die, Die, My Darling ..... A3 Col.  
 • Die, Monster, Die ..... A-I  
 Diegato ..... Emb.  
 Disorderly Orderly, The ..... A1 Par.  
 • Do Not Disturb ..... Fox  
 Dr. Terror's House Of Horrors ..... A2 Par.  
 • Doctor Zhivago ..... MGM  
 Dragon Sky ..... For.

## E

Earth Dies Screaming, The ..... A1 Fox  
 East Of Sudan ..... A1 Col.  
 El Greco ..... Fox  
 Emil And The Detectives ..... A1 BV  
 • Escape By Night ..... A2 AA  
 Escape From Hell Island ..... Misc.  
 Evil Eye ..... A2 A-I

## F

Face of the Screaming Werewolf ..... Misc.  
 Face Of War, The ..... For.  
 Fall Gate ..... A2 Col.

SKI PARTY—(PV; C)—Frankie Avalon, Deborah Walley, Dwayne Hickman  
 SWINGERS PARADISE—(TR; C)—Cliff Richard  
 UNDER AGE—Anne MacAdams, Roland Royter  
 WAR GODS OF THE DEEP—Vincent Price, Susan Hart, Tab Hunter—English-made

## BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany  
 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney  
 156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry  
 158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burt Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue  
 TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette  
 THOSE CALLOWAYS—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

### TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
 LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan  
 THAT DARN CAT—(TC)—Hayley Mills, Dean Jones  
 MONKEY'S UNCLE, THE—(TC)—Annette, Tommy Kirk  
 UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

## COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS

65015 BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots  
 65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad  
 65026 CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic  
 65011 CODE 7, VICTIM 5—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa  
 COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama  
 65009 CURSE OF THE MUMMY'S TOMB, THE—MD—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made  
 65020 DIE, DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made  
 65013 EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syms—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made  
 65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience  
 65008 FINEST HOURS, THE—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made  
 65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England  
 66002 GENGHIS KHAN—MD-124m.—(PV; C) Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad  
 65001 GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry  
 65010 GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil  
 64020 LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64) Lavi and spectacular period adventure tale—European made  
 66001 LORD JIM—D-154m.—(Super Panavision 70; TC)—Peter O'Toole, James Mason, Curt Jurgens, Dallah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad  
 65017 LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies  
 65018 MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film  
 65016 OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade  
 65003 RIDE THE WILD SURF—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans  
 66004 SHIP OF FOOLS—D-150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare  
 65021 SYNANON—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts  
 65014 WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

### COMING

APACHE GOLD—(CS; C)—Lex Barker  
 ARIZONA RAIDERS, THE—(EC)—Audie Murphy  
 BUNNY LAKE IS MISSING—Laurence Olivier, Carol Lynley—English-made  
 BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur  
 BORN FREE—(PV; C)—Bill Travers, Virginia McKenna  
 BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed  
 CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made  
 CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 GREAT SIOUX MASSACRE, THE—Joseph Cotten  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 HEROES OF TELEMAR—(PV; C)—Kirk Douglas, Richard Harris  
 KING RAT—George Segal, Tom Courtenay, James Fox  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newly, Anne Aubrey  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 TREASURE OF SILVER LAKE—(CS; C)—Lex Barker  
 WATCH IT SAILOR—Dennis Price, Marjorie Rhodes  
 WINTER A-GO-GO—James Stacy, Jill Donohue  
 YOU MUST BE JOKING—Michael Callan, Terry-Thomas—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made; English titles  
 CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English  
 SEDUCED AND ABANDONED—CD-118m.—Saro Urzi, Stetania Sandrelli—5191 (7-22-64)—Good import—Italian-made; English titles  
 HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles  
 LOVE GODDESSES, THE—COMP-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips  
 LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada  
 MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burt Ives—5221 (10-21-64)—Excellent travelogue  
 RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made  
 SLAVE TRADE IN THE WORLD TODAY—DOC-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

### COMING

OMICRON—Renato Salvatori  
 TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Stelger  
 WORLD'S GREATEST SWINDLES—International Cast



EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barry, Glanna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English  
APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Giraroot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles  
CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)  
CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
DINGAKA—MD-98m.—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off-beat tale of African native's search for vengeance is okay programmer—Filmed abroad  
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting import—Italian-made; English titles  
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad  
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting Import with potent names—Italian-made; English titles  
ONLY ONE NEW YORK—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
SANTA CLAUS CONQUERS THE MARTIANS—FAN—80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
SECKET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made  
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegard Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English  
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

BOUNTY KILLER, THE—(TS; TC)—Dan Duryea, Rod Cameron  
CASANOVA—70—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
DARLING—Dirk Bogarde, Julie Christie  
GITI—(WS; TC)—Jack Chaplain, Heather North  
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk  
LITTLE NUNS, THE—Catherine Spaak—Italian-made  
PARANOIA—Marcello Mastroianni, Catherine Spaak  
REQUIEM FOR A GUNFIGHTER—(TS; TC)—Rod Cameron, Stephen McNally  
SEASIDE SWINGERS—Freddie And The Dreamers—English-  
SEVENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress  
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM DISTRIBUTED DURING THE PAST 12 MONTHS

508 AMERICANIZATION OF EMILY, THE—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
6519 CLARENCE, THE CROSS-EYED LION—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering  
512 GET YOURSELF A COLLEGE GIRL—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers  
6518 GIRL HAPPY—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5245 (1-20-65)—Okay Presley entry  
429 GOLD FOR THE CAESARS—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
6522 GUNFIGHTERS OF CASA GRANDE—W-92m.—(CS; MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad  
6521 HERCULES, SAMSON AND ULYSSES—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English  
432 HONEYMOON HOTEL—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce  
455 HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
6523 HYSTERIA—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made  
6524 JOY IN THE MORNING—D-103m.—(PV; MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults  
506 JOY HOUSE—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
431 LOOKING FOR LOVE—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
515 LILI—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
6501 MGM'S BIG PARADE OF COMEDY—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia  
6511 MURDER AHOY—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford have a go at murder again—English-made  
503 MURDER MOST FOUL—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
355 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
430 NIGHT OF THE IGUANA, THE—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
6504 OF HUMAN BONDAGE—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
6529 OPERATION CROSSBOW—D-116m.—(PV; MC)—Sophia Loren, George Peppard, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war  
6507 OUTRAGE, THE—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama  
6502 QUO VADIS—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
6514 QUICK BEFORE IT MELTS—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy  
6516 ROUNDERS, THE—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story  
6520 SANDOKAN THE GREAT—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English  
6526 SHE—MD-106m.—(CS; C)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made  
6515 SIGNPOST TO MURDER—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made  
513 36 HOURS—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama  
VICE AND VIRTUE—MD-103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English  
YELLOW ROLLS-ROYCE, THE—122m.—(C)—Rex Harrison, Shirley MacLaine, Ingrid Bergman, Omar Sharif—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made  
6517 YOUNG CASSIDY—D-110m.—(PV)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England  
505 YOUNG LOVERS, THE—D-108m.—Peter Fonda, Sharon Huguely, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
509 YOUR CREATIN' HEART—MU-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer  
6525 ZEBRA IN THE KITCHEN—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHA8ET MURDERS, THE—Tony Randall, Anita Ekberg—English-made  
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton  
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret  
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness  
HAREM SCAREM—(PU-MC)—Elvis Presley, Mary Ann Mobley

• Family Jewels, The ..... Par.  
Fanny Hill ..... For.  
• Fantastic Voyage ..... Fox  
Fate Is The Hunter ..... AI Fox  
Father Goose ..... AI U  
Ferry Cross The Mersey ..... AI UA  
• Finger On The Trigger ..... AA  
Finest Hours, The ..... Col.  
First Men In The Moon ..... AI Col.  
Flash Eaters, The ..... Misc.  
• Flight Of The Phoenix, The ..... Fox  
Flower Drum Song-Re ..... U  
Fluffy ..... AI U  
Fool Killer, The ..... A2 AA-Landau  
Fort Courageous ..... Fox  
Four Days In November ..... AI UA

Genghis Khan ..... A3 Col.  
Get Yourself A College Girl ... 8 MGM  
Grl Happy ..... B MGM  
Girl With Green Eyes ..... A4 For.  
Girls On The Beach ..... B Par.  
• Giti ..... AI EMB  
• Glory Guys, The ..... UA  
Go Go Mania ..... A-I  
Godzilla Vs The Thing ..... AI AI  
Gold For The Caesars ..... A2 MGM  
Goldfinger ..... A3 UA  
Goodbye Charlie ..... A3 Fox  
Good Neighbor Sam ..... A2 Col.  
Gorgon, The ..... A2 Col.  
• Great Race The ..... WR  
• Great Sioux Massacre, The ..... Col.  
Greatest Story Ever Told, The... UA  
Gulde, The ..... A3 For.  
Gunfighters, At Casa Grande ... A2 MGM  
• Gunpoint ..... U  
Guns At Batasi ..... A3 Fox  
Guns Of August ..... AI U

H

• Hallelujah Trail, The ..... AI WB  
Hamlet ..... AI UA  
Hard Day's Night, A ..... AI UA  
• Harem Scarem ..... MGM  
Harlow ..... B Misc.  
• Harlow ..... Par.  
• Harvey Middleman, Fireman .. A2 Col.  
• Hawaii ..... UA  
• Help! ..... UA  
Hercules In The Haunted World. For.  
Hercules, Samson And Ulysses AI MGM  
Hercules vs The Giant Warriors For.  
• Heroes Of Telemark ..... Col.  
High And Low ..... Com.  
High Wind In Jamaica, A ..... A2 For.  
• Hilli The ..... MGM  
Honeymoon Hotel ..... B MGM  
Horrible Dr. Hichcock, The ..... For.  
Horror Of It All, The ..... A2 Fox  
• Hot Spy, Cold Corpse ..... AA  
House Is Not A Home, A ..... B Emb.  
How To Murder Your Wife ..... A3 UA  
• How To Stuff A Wild Bikini .... A-I  
How The West Was Won ..... AI MGM  
• Human Duplicators ..... AA  
Hush, Hush, Sweet Charlotte ... A3 Fox  
Hysteria ..... A3 MGM

I Saw What You Did ..... A3 U  
I'C Rather Be Rich ..... A2 U  
• I'll Take Sweden ..... B UA  
Il Successo ..... A3 EMB  
• Incident At Phantom Hill, The.. U  
Imitation Of Life-Re ..... U  
In Harm's Way ..... Par.  
Inheritance, The ..... Misc.  
• Inside Daisy Clover ..... WB  
• Italiano Brava Gente ..... EMB  
Invitation To A Gunfighter ..... A3 UA  
• Ipress File, The ..... U

John Goldfarb, Please Come Home ..... 8 Fox  
Joy House ..... 8 MGM  
Joy In The Morning ..... A3 MGM  
• Judith ..... Par.



## K

Killers, The .....	A3	U
Kimberley Jim .....		Emb.
King Rat .....		Col.
Kiss Me, Stupid .....	C	Misc.
Kisses For My President .....	A3	WB
Kitten With A Whip .....	B	U
Knack, The .....		UA

## L

Lady L .....		MGM
Last Man On Earth, The .....	A2	AI
Last Message From Saigon .....		AA
Last Woman Of Shang, The .....		For.
Laterna Magika .....		For.
Lawrence Of Arabia .....	A2	Col.
Les Abysses .....	B	For.
Let's Talk About Women .....	C	Emb.
Lt. Robin Crusoe, U.S.N. ....		8V
Life In Danger, A .....	A2	AA
Lili-RE .....	A2	MGM
Lilith .....	A4	Col.
Liquidator, The .....		B
Little Nuns .....		Emb.
Little Prince And The .....	A4	Col.
Eight-Headed Dragon, The .....		Col.
Lively Set, The .....	AI	U
Living Between Two Worlds .....		Misc.
Long Ships, The .....	B	Col.
Longest Day, The .....	AI	Fox
Looking For Love .....	B	MGM
Lord Jim .....	A2	Col.
Lost World Of Sinbad .....		A-I
Love And Kisses .....		U
Love A La Carte .....	A4	For.
Love Goddesses .....		Cont.
Love Has Many Faces .....	B	Col.
Loved One, The .....		MGM
Luck Of Ginger Coffey, The ...	A3	Cont.

## M

Mme Olga's Massage Parlor ...		Misc.
Madame X .....		U
Made In Paris .....		MGM
Magic World Of Topo Gigio, The		Col.
Malamondo .....		For.
Major Dundee .....	A2	Col.
Yale Hunt .....	B	For.
Men From Button Willow, The ..	AI	Misc.
Man In The Dark .....	A3	U
Man Who Couldn't Walk, The ..		For.
Man Who Walked Through ...		For.
The Wall .....		For.
Mara Of The Wilderness .....	AI	AA
Marriage-Italian Style .....	A4	Emb.
Marriage On The Rocks .....		WB
Mary Poppins .....	AI	BV
Masquerade .....	A2	UA
Master Spy .....	AI	AA
Maya .....		MGM
McHale's Navy .....	AI	U
McHale's Navy Joins the		U
Air Force .....		U
Mediterranean Holiday .....	AI	Cont.
MGM's Big Parade Of Comedy	AI	MGM
Mickey One .....		Col.
Mirage .....	A2	U
Mister Buddwing .....		MGM
Mister Moses .....		UA
Model Murder Case, The .....		For.
Moment To Moment .....		U
Mondo Pazzo .....	C	For.
Monkey's Uncle, The .....		BV
Money Trap, The .....		MGM
Moon-Spinners, The .....	AI	BV
Moro Witch Doctor .....	A2	Fox
Moriturus .....		Fox
Murder Ahoy .....	AI	MGM
Murder Most Foul .....	AI	MGM
Mutiny In Outer Space .....		AA
Mutiny On The Bounty .....	A2	MGM
My Baby Is Black .....		For.
My Blood Runs Cold .....	A2	WB
My Fair Lady .....	AI	WB
My Wife's Husband .....		For.

## N

Naked Brigade, The .....	A2	U
Naked Kiss, The .....	A3	AA
Naked Prey, The .....	B	Par.
Nanny, The .....		Fox
Nasty Rabbit, The .....		Misc.
Navajo Run .....	AI	
Never Too Late .....		WB
New Angels, The .....		For.
New World, A .....		UA
Night Of The Iguana .....	A4	MGM
Night Train To Paris .....	A2	Fox
Night Walker, The .....	A2	U
Nightmare In The Sun .....	A3	Misc.
None But The Brave .....	A2	WB
Not On Your Life .....		For.
Nothing But A Man .....		Misc.
Nutty, Naughty Chateau .....	B	For.

## O

Of Human Bondage .....	B	MGM
Oh Dad, Poor Dad, Mama's		
Hung You In The Closet and		
I'm Feeling So Sad .....		Par.
Omicron .....		Cont.
Once A Thief .....	A3	MGM
One Potato, Two Potato .....	A2	Misc.
One Way Pendulum .....		For.
Onibaba .....		For.
Only One New York .....	AI	Emb.
Operation SNAFU .....	A3	AI

HILL, THE—Sean Connery, Michael Redgrave  
 LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
 LADY L—(PV)—Sophia Loren, Paul Newman, David Niven  
 LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer  
 MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan  
 MAYA—(PV; MC)—Clint Walker, Jay North  
 MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette  
 MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer  
 ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance  
 PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec  
 PATCH OF BLUE, A—(PU)—Sidney Poitier, Shelley Winters  
 SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6420 AMOROUS ADVENTURES OF MOLL FLANDERS, THE—C-126m.—(PV; TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England  
 6414 BLACK SPURS—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help  
 6407 BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad  
 R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue  
 6417 CIRCUS WORLD—D-135m.—(TC; TR)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad  
 6410 CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry  
 6406 DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarily for kids  
 6415 DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made  
 6419 GIRLS ON THE BEACH, THE—MU-80m.—(TC)—Martin West, Noreen Corcoran, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—8kinis plus rock 'n' roll add up to teen fun  
 6418 IN HARM'S WAY—D-165m.—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences  
 6322 PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it  
 R6408 PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)  
 6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made  
 6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantel, Adam West—5174 (6-10-64)—Good science fiction entry  
 6405 ROUSTABOUT—CMU-101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans  
 6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western  
 6409 SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults  
 6325 WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential  
 R6413 WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue  
 6411 YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program  
 R6403 YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

## COMING

BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis  
 FAMILY JEWELS—(C)—Jerry Lewis  
 HARLOW—(PV; TC)—Carroll Baker, Peter Lawford  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 KID RODELO—Don Murray, Janet Leigh, Broderick Crawford  
 PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made  
 OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 RED LINE 7000—(TC)—Gail Hare, James 'Skip' Ward, Laura Devon  
 SANDS OF THE KALAHARI—(TC)—Stuart Whitman, Stanley Baker, Susannah York  
 SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
 SONS OF KATIE ELDER, THE—(PV; TC)—John Wayne, Dean Martin, Martha Hyer  
 SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 425 APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry  
 430 BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer  
 444 CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment  
 503 DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy  
 424 EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction matter for duellers—English-made  
 423 FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people  
 516 FORT COURAGEOUS—W-72m.—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer  
 428 GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast  
 417 GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama  
 HIGH WIND IN JAMAICA, A—D-104m.—(CS; DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular  
 422 HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duellers—English-made  
 504 HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry  
 507 JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser  
 414 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad  
 431 MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines  
 420 NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Allza Gur—5219 (10-7-64)—Good action entry for program—English-made  
 502 PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Franciosa, Carol Lynley—5242 (12-30-64)—Entertaining entry  
 427 RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer  
 426 RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action  
 555 SOUND OF MUSIC, THE—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad  
 416 VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy  
 VON RYAN'S EXPRESS—MD-117m.—(C)—Frank Sinatra, Trevor Howard—5286 (5-26-65)—Good action and suspense entry  
 508 WAR PARTY—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer  
 421 WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror matter dueller—English made  
 ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-6-64)—Fine drama—Filmed in Greece—International Classics

## COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison



458 **BATTLE OF THE VILLA FIORITA, THE**—D-111m.—(PV; TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)—Uneven romantic tale aimed at gals  
**BEACH HOUSE PARTY**—Frankie Randall, The Astronauts  
**CURSE OF THE FLY, THE**—(CS)—Brian Donlevy—English-made  
**CONVICT STAGE**—Harry Lauter, Donald Barry  
**DEVILS OF DARKNESS**—(DC)—William Sylvester, Carole Gray  
**DO NOT DISTURB**—(CS; DC)—Doris Day, Rod Taylor  
**EL GRECO**—Mel Ferrer, Rosanna Schiaffino  
**FANTASTIC VOYAGE**—(CS; DC)—Stephen Boyd, Edmond O'Brien  
**FLIGHT OF THE PHOENIX, THE**—James Stewart, Peter Finch, Ernest Borgnine  
**MORITURI**—Marlon Brando, Yul Brynner, Janet Margolin  
**NANNY, THE**—Bette Davis, Wendy Craig—English-made  
**OUR MAN FLINT**—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb  
**OUTLAWS OF RED RIVER, THE**—George Montgomery  
**RAPTURE**—(CS)—Patricia Gozzi, Melvyn Douglas  
**REWARD, THE**—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux  
**SPACE FLIGHT IC-1**—Bill Williams—English-made  
**THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—(TODD-AO; DC)—Stuart Whitman, Sarah Miles  
**UP FROM THE BEACH**—(CS)—Cliff Robertson, Irina Demick

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

6502 **FERRY CROSS THE MERSEY**—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)  
6422 **FOUR DAYS IN NOVEMBER**—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
6501 **GREATEST STORY EVER TOLD, THE**—D-194m.—(CR; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens  
6420 **GOLDFINGER**—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli  
6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
6503 **HOW TO MURDER YOUR WIFE**—C-118m.—(TC)—Jack Lemmon, Vera Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod  
6418 **INVITATION TO A GUNFIGHTER**—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
6508 **MASQUERADE**—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65)—Entertaining comedy adventure — Filmed abroad—Novus  
6506 **MR. MOSES**—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot  
6505 **SATAN BUG, THE**—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-7-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa  
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Marla Perschke—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch  
6419 **TOPKAPI**—CD-120m.—(C)—Melfina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
6507 **TRAIN, THE**—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France  
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

### COMING

**CHINESE ADVENTURES IN CHINA**—(C)—Jean Paul Belmondo-Ursula Andress  
**GLORY GUYS, THE**—(PV; DC)—Tom Tryon, Harve Presnell, Jeanne Cooper—Levy-Gardner—Laven  
**HALLELUJAH TRAIL, THE**—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
**HAWAII**—(PV; C)—Julia Andrews, Max Von Sydow  
**HELPI**—(EC)—The Beatles  
**I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon  
**KNACK, THE**—Rita Tushingham  
**NEW WORLD, A**—Nino Castanova, Christine De La Roche-Saltzman  
**RAGE TO LIVE, A**—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
**RETURN FROM THE ASHES**—Maximilian Schell, Samantha Eggar—Mirisch  
**THUNDERBALL**—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell  
**THOUSAND CLOWNS, A**—Jason Robards, Jr., Barbara Harris  
**VIVA MARIA**—(C)—Brigitte Bardot, George Hamilton—Dancigers-Malle  
**WHAT'S NEW, PUSSYCAT?**—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ANDY**—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses  
6517 **ART OF LOVE, THE**—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help  
6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment  
6421 **BULLET FOR A BADMAN**—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
6507 **BUS RILEY'S BACK IN TOWN**—D-93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch  
6501 **FATHER GOOSE**—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
6512 **FLOWER DRUM SONG**—MU-113m.—(C;PV)—Nancy Kwan, James Shigeta—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue  
6513 **FLUFFY**—C-92m.—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences  
6502 **GUNS OF AUGUST, THE**—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I  
6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
6511 **IMITATION OF LIFE**—D-124m.—(EC)—Lana Turner, John Gavin, Sandra Dee—5287 (5-26-65)—Reissue is high rating drama—Reissue  
6522 **I SAW WHAT YOU DID**—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer  
6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story  
6427 **KITTEN WITH A WHIP**—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
6506 **MAN IN THE DARK**—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made  
6418 **MARNIE**—D-129m.—(TC)—Tipple Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama  
6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
6514 **MIRAGE**—D-109m.—Gregory Peck, Diane Baker—5287 (5-26-65)—Very good suspense thriller  
6516 **NAKED BRIGADE, THE**—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Fair programmer—Filmed in Greece; partially titled  
6503 **NIGHT WALKER, THE**—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles  
6515 **SECRET OF BLOOD ISLAND, THE**—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made  
6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
6521 **SHENANDOAH**—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance  
6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
6505 **STRANGE BEDFELLOWS**—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast  
6509 **SWORD OF ALI BABA**—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer  
6504 **TAGGART**—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western  
6508 **TRUTH ABOUT SPRING, THE**—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad  
6519 **WILD SEED**—D-99m.—Michael Parks, Celia Kaya, Eve Novak—5263 (3-17-65)—Effective program entry  
6510 **WORLD OF ABBOTT AND COSTELLO, THE**—COMP-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the team's films.

**Operation Crossbow** ..... A1 MGM  
**O.S.S. 117** ..... AA  
**Our Man Flint** ..... Fox  
**Outlaws Is Coming, The** ..... A1 Col.  
**Outlaws Of Red River, The** ... Fox  
**Outrage, The** ..... A3 MGM  
**Over There—1914-1918** ..... For.

P

**Pajama Party** ..... B A-I  
**Paranoia** ..... Emb.  
**Passionate Thief, The** ..... A3 Emb.  
**Passport To Oblivion** ..... MGM  
**Patch of Blue, A** ..... MGM  
**Patsy, The** ..... A1 Par.  
**Pattern For Plunder** ..... For.  
**Pawnbroker, The** ..... C AA-Landau  
**Pie In The Sky** ..... AA  
**Planet of Terror, The** ..... A1  
**Playboy** ..... Col.  
**Play It Cooler** ..... Col.  
**Pleasure Seekers, The** ..... B Fox  
**Promise Her Anything** ..... Par.  
**Psycho-Re.** ..... B Par.  
**Psychomania** ..... Misc.  
**Pumpkin Eater, The** ..... A4 For.

Q

**Quick, Before It Melts** ..... B MGM  
**Quo Vadis-Re.** ..... A1 MGM

R

**Racing Fever** ..... B AA  
**Rage To Live, A** ..... A3 UA  
**Raiders From Beneath The Sea** . B Fox  
**Rapture** ..... Fox  
**Rare Breed, The** ..... U  
**Rattle Of A Simple Man** ..... Cont.  
**Ready For The People** ..... WB  
**Red Desert** ..... A4 Foir.  
**Red Lanterns** ..... For.  
**Red Line 7000** ..... Par.  
**Requiem For A Gun Fighter** ... EMB  
**Return From The Ashes** ..... UA  
**Reward, The** ..... Fox  
**Ride The Wild Surf** ..... A1 Col.  
**Ring of Treason** ..... A2 Par.  
**Rio Conchos** ..... A3 Fox  
**Robin And The 7 Hoods** ..... A2 WB  
**Robinson Crusoe On Mars** .... A1 Par.  
**Rounders, The** ..... A3 MGM  
**Roustabout** ..... A2 Par.

S

**Sampson vs. The Giant King** .... For.  
**Sandokan, The Great** ..... MGM  
**Sandpiper, The** ..... B MGM  
**Sands of The Kalahari** ..... Par.  
**Santa Claus Conquers The**  
**Martians** ..... A1 Emb.  
**Satan Bug, The** ..... A2 UA  
**Scarlet Letter, The** ..... Misc.  
**Seance On A Wet Afternoon** .. A2 For.  
**Seaside Swingers** ..... Emb.  
**Secret Door, The** ..... A2 AA  
**Secret Invasion, The** ..... A2 UA  
**Secret Of Blood Island** ..... A1 Emb.  
**Secret Of Magic Island** ..... MGM  
**Secret Of My Success, The** ..... A3 For.  
**Seduced And Abandoned** ..... A2 U  
**Send Me No Flowers** ..... Col.  
**Senilita** ..... A1  
**Sergeant Deadhead** ..... For.  
**7 Dwarfs To The Rescue, The** ... For.  
**Seven Surprises** ..... For.  
**Seven Women** ..... MGM  
**Seventh Dawn, The** ..... B UA  
**Seventh Victim, The** ..... Emb.  
**Sex And The Single Girl** ..... B WB  
**She** ..... MGM  
**Shenandoah** ..... A1 U  
**Ship Of Fools** ..... A3 Col.  
**Shot In The Dark, A** ..... B UA  
**Signpost To Murder** ..... A3 MGM  
**Sing And Swing** ..... A2 U  
**Situation Hopeless But**  
**Not Serious** ..... Par.  
**633 Squadron** ..... A2 UA  
**Sk1 Party** ..... A1  
**Slave Trade In The World Today** A3 Cont.  
**So Dear To My Heart-Re** ..... A1 BV  
**Son Of A Gunfighter** ..... MGM  
**Sons Of Katie Elder, The** ..... Par.  
**Sound Of Music, The** ..... Fox  
**Space Flight IC-1** ..... Fox  
**Spy Who Came In From The**  
**Cold, The** ..... Par.  
**Stage To Thunder Rock** ..... A2 Par.  
**Station Six Sahara** ..... B AA  
**Stop Train 349** ..... A2 AA  
**Strange Bedfellows** ..... A3 U  
**Sweet And Sour** ..... A1 U  
**Swingin' Summer, A** ..... For.  
**Sword Of All Baba, The** ..... Misc.  
**Sword Of El Cid, The** ..... For.  
**Sylvia** ..... B Par.  
**Synanon** ..... A3 Col.



Taboos of the World .....	A4	AI
• Tatty And The Jungle Hunter ..	AI	AA
Taggart .....	A2	U
T-A-M-I Show, The .....		Misc.
Tattooed Police Horse, The .....	AI	BV
Taxi for Torbuk .....		For.
• Tennessee Jamboree .....		AA
Terrace, The .....	C	For.
Thank Heaven For Small Favors ..		For.
• That Darn Cat .....		BV
• That Funny Feeling .....	A2	U
• These Are The Damned .....		Col.
• Thing at the Door, The .....		WB
3 Nuts In Search Of A Bolt .....		Misc.
Three Penny Opera .....	A3	Emb.
• Third Day, The .....		WB
36 Hours .....	A2	MGM
Those Calloways .....	AI	BV
• Those Magnificent Men In Their Flying Machines .....		Fox
• Thousand Clowns, A .....		UA
• Thunderball .....		UA
• Tickle Me .....	A2	AA
• Tiko And The Shark .....		MGM
• Time Of Indifference .....		Cont.
Time Travelers, The .....	B	A-I
Tomb Of Ligeia .....		A-I
Topkapi .....	A3	UA
Train, The .....	AI	UA
• Treasure Of Silver Lake .....		Col.
Truth About Spring, The .....	AI	U
Two On a Guillotine .....	A3	WB

## U

• Ugly Dachshund, The .....		BV
Umbrellas Of Cherbourg, The..	A3	AA-Landau
• Under Age .....	B	AI
Unearthly Stranger .....	AI	A-I
• Up From The Beach .....		Fox

## V

• Very Special Favor, A .....		U
Vice And Virtue .....	B	MGM
• Village Of The Giants .....		Emb.
Visit, The .....	A4	Fox
• Viva Maria .....		UA
Von Ryan's Express .....	AI	Fox
Voyage To The End Of The Universe .....	AI	A-I

## W

Walls Of Hell, The .....	A2	Misc.
• War Lord, The .....		U
• War Lords Of The Deep .....		A-I
War of the Zombies .....		AI
War Party .....	AI	Fox
• Watch It, Sailor .....		Col.
• Welcome Mr. Beddoes .....		U
• What's New, Pussycat .....		UA
Where Love Has Gone .....	A3	Par.
White Voices .....	C	For.
Why Bother To Knock? .....	B	For.
Wild Seed .....	A3	U
• Winter A-Go-Go .....		Col.
Witchcraft .....	A2	Fox
Woman In the Dunes .....	C	For.
Woman Is A Woman, A .....		For.
Women Of Straw .....	A3	UA
Woman Who Wouldn't Die, The ..	A3	WB
• Wonderful Life .....		A-I
World Of Abbott & Costello, The ..		U
World Of Suzie Wong, The—RE.		Par.
World Without Sun .....	AI	Col.
• World's Greatest Swindles ....		Cont.

## Y

Yellow Rolls, Royce, The .....	A4	MGM
Yolanta .....		For.
• You Must Be Joking .....		Col.
Youngblood Hawke .....	A3	WB
Young Cassidy .....		MGM
Young Dillinger .....	B	AA
Young Fury .....		Par.
Young Lovers, The .....	A3	MGM
Your Cheat'n' Heart .....	A2	MGM
Your'e Never Too Young—Re. ...	A2	Par.

## Z

Zebra In The Kitchen .....		MGM
Zorba, The Greek .....	A4	Fox
Zulu .....	A3	Emb.

## COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara  
 ARABESQUE—(TC)—Gregory Peck, Sophia Loren  
 BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale  
 DARK INTRUDER—Leslie Nielsen, Mark Richman  
 GUNPOINT—(TC)—Audie Murphy  
 INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane  
 IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made  
 LOVE AND KISSES—(TC) Rick Nelson, Jack Kelly, Kristin Nelson  
 MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban  
 McHALE'S NAVY JOINS THE AIR FORCE—(TC)—Tim Conway, Joe Flynn  
 MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman  
 RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara  
 THAT FUNNY FEELING—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor  
 VERY SPECIAL FAVOR, A—(TC)—Rock Hudson, Leslie Caron  
 WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone  
 WELCOME MR. BEDDOES—James Garner, Melina Mercouri, Sandra Dee

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 458 BATTLE OF THE VILLA FIORITA, THE—D-111m.—(PV;TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)  
 —Uneven romantic tale aimed at gals  
 460 BRAINSTORM—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest  
 480 CHEYENNE AUTUMN—AD-158m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223  
 (10-21-64)—Highly interesting outdoor adventure entry  
 455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining  
 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the  
 Shakespeare classic  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment  
 headed right for the top  
 457 NONE BUT THE BRAVE—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives  
 two-sided view of war on small scale  
 459 MY BLOOD RUNS COLD—MD-104m.—(PV)—Troy Donahu Joey Heatherton—5270 (3-31-65)—Mild horror meller with names  
 to lure youngsters  
 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler  
 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Bar-  
 bara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please  
 454 SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with  
 leers and laughs  
 456 TWO ON A GUILLOTINE—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller  
 461 WOMAN WHO WOULDN'T DIE, THE—MD-84m.—Garry Merrill, Jane Marrow, Georgiana Cookson—5283 (5-12-65)—Okay  
 murder meller for the programs—English-made  
 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses  
 dramatic mark

## COMING

BATTLE OF THE BULGE—(Cinerama; TC)—Henry Fonda, Robert Shaw  
 CRACK OF THE WHIP—(C)—Clint Walker  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer  
 MARRIAGE ON THE ROCKS—(TC, PV)—Frank Sinatra, Deborah Kerr, Dean Martin, Ann-Margaret  
 NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens  
 THING AT THE DOOR, THE—Troy Donohue  
 THIRD DAY, THE—(PV)—George Peppard, Elizabeth Ashley

## MISCELLANEOUS

- ACROSS THE RIVER—D-85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—  
 Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary  
 on Harlem can be sold—Cinema V  
 CURSE OF THE STONE HAND—MD-72m.—Ernest Walch, John Carradine, Shella Bon—5266 (3-17-65)—Confused lower half  
 horror entry—Associated Distributors Pictures  
 ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has  
 action, suspense—Crown International  
 FACE OF THE SCREAMING WEREWOLF—MD-60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower  
 half—Associated Distributors Pictures  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former  
 film star is mildly entertaining—Magna  
 INHERITANCE, THE—DOC-60m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special  
 treatment—Harold Mayer  
 KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few  
 brows—Lopert  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film  
 is okay dueller for specialized houses—Empire  
 MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon  
 for family and youngsters—United Screen Arts  
 MME. OLGA'S MASSAGE PARLOR—MD-70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploita-  
 tion film—American Film Dist.  
 NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.—5243 (12-30-64)—Childish entertainment—Fairway In-  
 ternational  
 NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story  
 of a manhunt for the program—Zodiac  
 NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's  
 marriage—Cinema V  
 ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernle Hamilton—5190 (7-22-64)—Well-made topical drama based on  
 racial inter-marriage—Cinema V  
 T-A-M-I SHOW, THE—MUNOY-113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty  
 for teens—Electronovision—American Int.  
 SWINGIN' SUMMER, A—MU-80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with  
 special appeal for teens—United Screen Arts  
 3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy  
 should be exploitation natural with its nudle, sexy angles—Harlequin Int.  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War In the Philippines serves up action for  
 the program—Made In Philippines—Hemisphere



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ANATOMY OF A MARRIAGE (MY DAYS WITH JEAN MAC)**—96m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art house patrons—French-made; English titles—Janus
- ANATOMY OF A MARRIAGE (MY NIGHTS WITH FRANCOISE)**—97m.—Marie Jose Nat, Jacques Charrier—5234 (12-3-64)—Package offers something different for art houses—French-made; English titles—Janus
- BAY OF ANGELS**—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intriguing import for art spots—French-made; English titles—Pathe Contemporary
- BANANA PEEL**—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-3-65)—Entertaining import—French-made; English titles—Pathe Contemporary
- BLACK TORMENT, THE**—MD—88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor
- BRAIN, THE**—MD—83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor
- CARRY ON SPYING**—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapstick still good comedy—English-made—Governor
- CASABLAN**—D-63m.—Nikos Kourkoulos—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions
- DIARY OF A CHAMBERMAID, THE**—D-97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting Import—French-made; English titles—Int. Classics
- DRAGON SKY**—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert
- FACE OF WAR, THE**—DOC-105m.—Narrated by Bryant Haliday—5243 (12-30-64)—Potent anti-war preachment—Swedish-Japanese made; spoken in English—Janus
- FANNY HILL**—C-104m.—Miriam Hopkins, Letitia Roman—5279 (4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- GUIDE, THE**—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting Import set in modern India—Filmed in India—Stratton Int.
- HERCULES IN THE HAUNTED WORLD**—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.
- LAST WOMAN OF SHANG, THE**—MD—107m.—(C)—Lin Dei—5264 (3-17-65) Fair Import—Chinese-made; English titles—Shaw Brothers
- LATERNA MAGIKA**—NOV-119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslovakia—Richard Fleischer
- LES ABYSES**—D-90m.—Francine Berge, Colette Berge—5234 (12-3-64)—Off-beat drama could draw among arty set—French-made English titles—Kanawha
- MALAMONDO**—COMP-79m.—(EC)—Produced by Goffredo Lombardo—5234 (12-3-64)—Repelling Import—Italian-made—Magna
- MAN WHO COULDN'T WALK, THE**—MD—63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus
- MAN WHO WALKED THROUGH THE WALL**—C-99m.—Heinz Kuehmann, Nicole Courcel—5235 (12-3-64)—Cute comedy Import—German-made; English titles; Shown Int.
- MODEL MURDER CASE, THE**—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery Import—English-made—Cinema V
- MONDO PAZZO**—DOC-94m.—(C)—Directed by Jacopetti and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane"—Filmed in various parts of the world—English narration—Rizzoli Films
- MY BABY IS BLACK**—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegenation romance—French-made; dubbed in English—American Dist.
- MY WIFE'S HUSBAND**—C-85m.—Fernandel, Bourvill, Claire Maurier—5255 (2-17-65)—Amusing Import—French-made; English titles—Lopert
- ONE WAY PENDULUM**—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-3-65)—Fair Import on the wacky side—English-made—Lopert
- ONIBABA**—D-104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting import for adult art audiences—Japanese-made; English titles—Toho
- OVER THERE—1914-1918**—DOC-90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary
- NOT ON YOUR LIFE**—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary
- NUTTY, NAUGHTY CHATEAU**—C-102m.—(TC)—Curt Jurgens, Monica Vitti, Jean-Louis Trintignant—5232 (11-18-64)—Weird import shoots for laughs—French-made; English titles—Lopert
- PATTERN FOR PLUNDER**—MD-84m.—Keenan Wynn, Mal Zetterling—5235 (12-3-64)—Well made espionage entry holds interest—English-made—Herts-Lion Int.
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—English-made—Royal Films Int.
- RED DESERT**—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty Import—Italian-made; English titles—Rizzoli
- RED LANTERNS**—D-85m.—Jenny Karezl, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times
- SEANCE ON A WET AFTERNOON**—D-115m.—Kim Stanley, Richard Attenborough—5235 (12-3-64)—Quality art Import—English-made—Artixo
- SEVEN SURPRISES**—COMP-77m.—(Partly color)—Produced by Harvey Chertok—5235 (12-3-64)—Mixture of shorts for art spots—Canadian made—Quartet Int.
- 7 DWARFS TO THE RESCUE, THE**—NOV-84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions
- SWEET AND SOUR**—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary
- SWORD OF EL CID, THE**—86m.—(Superclinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC
- TAXI FOR TOBRUK**—D-90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts
- TERRACE, THE**—D-90m.—Graciela Borges, Leonardo Favio—5243 (12-30-64)—Bored youngsters at play is mildly entertaining—Filmed in South America; English titles—Royal Films Int.
- THANK HEAVEN FOR SMALL FAVORS**—C-84m.—Bourvill—5265 (3-17-65)—Moderately amusing Import—French-made; English titles—Int. Classics
- WHY BOTHER TO KNOCK**—C-88m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts
- WOMAN IN THE DUNES**—D-123m.—Eiji Okada, Kyoko Kishida—5236 (12-3-64)—Intriguing import—Japanese-made; English titles—Pathe Contemporary
- WOMAN IS A WOMAN, A**—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird Import for special spots—French-made; English titles—Pathe Contemporary
- YOLANTA**—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

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- 19306 Home Made Home
- 19307 Foul Hunting
- 19308 Timber
- 19309 Truant Officer Donald
- 19310 Golden Eggs
- 19311 Test Pilot Donald
- 19312 Lambert, The Sheepish Lion

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- 125 Aquamania

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- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

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- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

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- 65651 (Sept.) Little Boy Bad
- 65652 (Feb.) The Ride

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- 65444 (June) Wonders Of Kentucky

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- 65705 (Mar.) Pork Chop Phoeey
- 65706 (Apr.) Crow's Fete
- 65707 (June) Big Mouse Take

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- 65603 (Nov.) Little Match Girl
- 65604 (Dec.) Man On The Flying Trapeze
- 65605 (Jan.) Glee Worms
- 65606 (Feb.) Fudget's Budget
- 65607 (Mar.) Lo The Poor Buffal
- 65608 (Apr.) Mountain Ears
- 65609 (May) Rocky Road To Ruin
- 65610 (June) Black-Board Review

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- 65402 (Oct.) Muscle Up A Little Closer
- 65403 (Dec.) A Merry Mix-Up
- 65404 (Jan.) Space Ship Sappy
- 65405 (Feb.) Guns A Poppin'
- 65406 (Apr.) Horsing Around
- 65407 (May) Outer Space Jitters

### WORLD OF SPORTS

- 65501 (Dec.) Champion Stunt Divers
- 65502 (Feb.) Skiing The Andes
- 65503 (Mar.) Thousand Island Aquarama
- 65504 (May) Winged Fury

## SERIALS

(Re-issues)

- 65120 (Sept.) Perils Of The Wilderness
- 65140 (Dec.) The Iron Claw
- 65160 (Dec.) Adventures Of Captain Africa

## Metro-Goldwyn-Mayer

### TOM AND JERRY NEW COLOR CARTOONS

- 4575 Penthouse Mouse
- 4576 Much Ado About Mousing
- 4577 Snowbody Loves Me
- 4578 Cat Above and The Mouse Below
- 4579 Unshrinkable Jerry Mouse
- 4580 Tom-ic Energy

### GOLD MEDAL REPRINTS IN METROCOLOR

- 6661-W Old Rockin' Chair Tom
- 6662-W Lucky Ducky
- 6663-W Professor Tom
- 6664-W Cat That Hated People
- 6665-W Mouse Cleaning
- 6666-W Goggle Fishing Bear
- 6667-W Design On Jerry
- 6668-W First Bad Man
- 6669-W Smarty Cat
- 6670-W Deputy Droopy
- 6671-W Pecos Pest
- 6672-W Cell Bound

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along
- T22-2 Isles Of The Sun
- T22-3 Melody For Machines
- T22-4 The World Starts Next Door
- T22-5 Beauties Of Scandinavia
- T23-1 Fascinating Finland
- T23-2 Mayflower, U.S.A.
- T23-3 Commuting For Adventure

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quiz Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Badtime Story
- M23-3 Pig's Feet
- M23-4 Sour Gripes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'rul
- C22-5 Keeping Up With Krazy
- C22-6 Mouse Blanche
- C23-1 Panhandling On Madison Avenue
- C-23-2 Fizzle Fizzle
- C23-3 Sailing Zero
- C23-4 Fix That Clock
- C23-5 A Friend In Tweed
- C23-6 The Once Over
- C23-7 Service With A Smile
- C23-8 Call Me A Taxi
- C23-9 Highway Slobbery

### SPECIAL

- B23-1 Jamboree At Marathon
- B23-2 Wyoming Snapshot

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers
- D23-3 Speed On Ice
- D23-4 Best In Show
- D23-5 On The Bounce

## 20th Century-Fox

### TERRYTOONS

(2D ALL PURPOSE; DELUXE COLOR)

- 5401 (Jan.) Roc-A-Bye Slnbad
- 5402 (Feb.) The Red Tarcot
- 5403 (Mar.) Brother From Outer Space

- 5405 (Apr.) King Rounder
- 5406 (May) Short Term Sheriff
- 5407 (June) The Klisser Plant
- 5411 (July) Adventure By The Sea
- 5408 (Aug.) Oil Thru The Day
- 5409 (Sept.) Outer Galaxy Gazette
- 5410 (Oct.) The Gold Dust Bandit
- 5404 (Nov.) Search For Misery
- 5412 (Dec.) Molecular Mixup

## United Artists

### PINK PANTHER COLOR CARTOONS

- 6551 (Dec.) Pink Phink
- 6552 (Feb.) Pink Pajamas
- 6553 (Mar.) We Give Pink Stamps
- 6554 Dial 'P' for Pink
- 6555 Sink Pink

### SPECIALS

- 6480 Chagall (3 reels)
- 6470 Beatles Come To Town
- 6471 This Is Jordan (3 reels)
- 6472 Dave Clark Five

## Universal

### TWO REEL SUPER SPECIALS

- 4501 (Jan.) Blgtown Village
- 4502 (Mar.) Casey At The Met(s)

### SPECIALS

- 4504 (Dec.) Football Highlights Of 1964
- 4505 (Feb.) Yesterday's Big Story

### COLOR ADVENTURES (One reel)

- 4571 (Jan.) Keep America Singing
- 4572 (Feb.) Flying Fisherman
- 4573 (Mar.) Peewee Leaguers
- 4574 (Apr.) The Great River
- 4575 (May) Aquacapers

### WALTER LANTZ COLOR CARTUNES

- 4511 (Jan.) Three Little Woodpeckers (WW)
- 4512 (Jan.) Case Of The Elephant's Trunk
- 4513 (Feb.) Woodpecker Wanted (WW)
- 4514 (Feb.) Fractured Friendship
- 4515 (Mar.) Birds Of A Feather (WW)
- 4516 (Mar.) Guest Who?
- 4517 (Apr.) Canned Dog Feud (WW)
- 4518 (Apr.) Half Baked Alaska
- 4519 (May) Janie Get Your Gun (WW)
- 4520 (May) Davey Cricket
- 4521 (June) Slox Me (WW)
- 4522 (June) Pesty Guest
- 4523 (July) What's Peckin' (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 3701 (Oct.) Panchos Hideaway
- 3702 (Dec.) Road To Andalay
- 3703 (Jan.) It's Nice To Have A Mouse Around The House
- 3704 (Jan.) Cats And Bruises
- 3705 (Feb.) The Wild Chase
- 3706 (Mar.) Moby Duck
- 3707 (Apr.) Assault and Peppared
- 3708 (May) Well Worn Daffy
- 3709 (June) Corn on the Cop
- 3710 (June) Suppressed Duck

### BUGS BUNNY SPECIALS

- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol
- 2723 (Mar.) Dr. Devil And Mr. Hare
- 2724 (July) False Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 3301 (Sept.) Hair Conditioned
- 3302 (Sept.) Broom Stick Bunny
- 3303 (Oct.) Rocket By Baby
- 3304 (Nov.) Tree Cornered Tweety
- 3305 (Dec.) Heaven Scent
- 3306 (Jan.) Rabbitson Crusoe
- 3307 (Jan.) Too Hop To Handle
- 3308 (Mar.) Zoom And Bored
- 3309 (Apr.) The Hole Idea
- 3310 (May) Napoleon Bunny-Part
- 3311 (June) By Word of Mouse
- 3312 (July) Half Fare Hare

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR)

#### TWO-REELERS

- 3001 (Sept.) Where Winter Is King
- 3002 (Apr.) Gone Fishin'
- 3003 (May) Under The Little Big Top
- 3004 (July) Winter Paradise

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

- 3501 (Nov.) Riviera Revelries
- 3502 (Feb.) Football Royal
- 3503 (Mar.) Rodeo Roundup
- 3504 (May) Art of Archery
- 3505 (June) Cowboy's Holiday



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Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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WILL LEASE OR SELL 504-seat theatre, Irvington, N. J. Good physical condition. Fine equipment. Ready to operate. Write: FRANK S. ULICNY, 38 Van Houten Ave., Chatham, N. J.

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

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**MOTION PICTURE**

# EXHIBITOR

**JUNE 9, 1965**

Volume 73

Number 20

IN THREE SECTIONS • THIS IS SECTION ONE



## **Weltner Calms Stormy Session**

(See Page 7)

## **Distribs, IATSE Ask Decree Change**

(See Page 8)

Those photogenic twins from National Screen Service, Burton and Norman Robbins, hawk newspapers to call attention to New York Variety Tent 35's Old Newsboys' Day on June 29.

**OUT OF STEP AGAIN . . .** see editorial—page 5





\* English translation!  
**Yeah... Yeah... Yeah!!!**

# NOW... BOB HOPE THE SWEDISH



CO-STARRING  
**Jeremy Slate**

SCREENPLAY BY  
 NAT PERRIN, BOB FISHER  
 DIRECTED BY  
 FREDERICK DE COLO



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presents

**EARNNS  
FACTS OF LIFE  
STYLE!**

**BOB HOPE  
TUESDAY WELD  
FRANKIE AVALON  
DINA MERRILL**



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Take  
Sweden"**

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Frankie Avalon sings the delightful tunes from "I'll Take Sweden"  
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The illustration shows an open 'Pocket-Size DATE BOOK' for the week of November 4-10, 1965. The left page is divided into three columns: PROGRAM, STARS, and Running Time. The right page is divided into two main sections: EXCHANGE and WEEKLY. The WEEKLY section includes checkboxes for PRINTER FOR HERALDS, ADVERTISING ACCESSORIES, TRAILER or SLIDE SERVICE, and FILM DELIVERY SERVICE. A 'Miscellaneous' section is also present. The book is bound with a 6-ring binder.

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Volume 73 • No. 20

June 9, 1965

OUR 47th YEAR

## OUT OF STEP AGAIN

IN A FREE SOCIETY, no right is more important than the public's right to know. If the public is to participate in the workings of government (and that is what a free society is all about), they must have access to the truth.

Certainly there are instances where the national security or an individual's right to fair treatment by courts or other authorities are threatened. In such instances, there is a legitimate veil of secrecy. However, secrecy generally breeds distrust, and nothing can make people more suspicious than depriving them of what they consider to be legitimate information.

Recently, representatives of exhibition, distribution, unions, etc., met in Washington with Department of Justice executives on the important question of whether consent decree restrictions should be relaxed in order to enable circuits which were parties to the decree to expand without court approval.

It is difficult to see how this subject, important as it might be to the motion picture industry, affects the national security or any individual's inalienable rights. It is equally difficult to understand what harm could be caused by permitting the press to cover these meetings.

When it comes to the rights of a free press to inform an interested public, we have strong feelings. It appears too often that agencies of our government are trying to operate in secrecy when there is no need for such secrecy. Government and the press both have a duty to inform the public with facts. A cloak of secrecy doesn't stop the press from writing about issues, but it does rob both press and public of the all-important facts. It replaces them with conjecture, rumor, distortions, and misinformation. The more enlightened

lawyers, judges, publishers, etc., know this. This is why they resist efforts to bar the press from proceedings, hearings, trials, etc. The press must exercise responsibility in reporting events and must consider individual rights most carefully. However, the public's right to know is an equally important consideration.

Representative Richard D. McCarthy, New York, addressing the Western New York Publishers Association, expressed concern about this very subject. He recognized the public's "need to know what its government is doing" as the best guarantee against the totalitarian forces which dominate so much of today's world. It is as precious, he said, as other traditional freedoms of an open and democratic society.

When the Department of Justice sets itself up as judge and jury on a question that is important to an entire industry, and then cloaks these deliberations in a shroud of secrecy by barring the press, they invite distortion and the spread of misinformation. Congressman McCarthy has introduced HR 5020, which is similar to the proposed Federal Public Records Law (or "Right To Know"). We wish him well.

Secrecy for its own sake—when there is no apparent danger to the nation or to any individual—is an enemy of freedom. To our way of thinking, the Department of Justice has shown itself to be out of step again.

We wonder whether the Department of the Justice or the Federal Trade Commission contains personnel with contacts or relationships to members of the motion picture industry that can provide some with information that others can't get. As long as secrecy is the watchword, this is a legitimate question.

## A LITTLE BIT OF EVERYTHING

NOW WE PRESENT a little bit of everything—editorial tidbits plus a quick peek into the mailbag.

Anyone who says he doesn't enjoy being complimented is either fibbing or a very sour individual. We like to think we belong in neither of these categories so it was nice to receive two letters from exhibitors on the same day saying nice things about our outspoken editorials. We have culled a few lines from each. First:

"A mother asked her little girl why she was scratching herself. Replied the youngster, 'I'm the only one who knows where it itches.' So it is in the motion picture industry. Exhibitors caught in bidding situations are scratching because only the bidder knows where it itches." The Department of Justice knows it—and does nothing.

Our second friend writes: "A distributor is the kind of a friend you can depend on. He is always around when he needs you." Ouch!

Here are a few news items that provide food for thought.

For every 10,000 people in the United States, there are 12 doctors, 11 lawyers and judges, 40 gas station workers, 37 telephone workers, and 130 civilian employees on the federal

payroll. We can't help wondering how many are in the Department of Justice.

It has been said that one can't tell a book by its cover. That may be true, but we would like to add that the public can tell a motion picture by its title. The boxoffice proves it. We have recently seen statements by some gentlemen engaged in film production to the effect that titles really aren't very important. From the vantage point of actual experience in exhibition, we would like to tell these gentlemen that they are all wet and we can prove it. Some titles create a "want-to-see" and some leave the public absolutely cold, especially with the dimming of star power. Any producer who doesn't give his title as much careful study as he gives to any other facet of his production is robbing everyone of ticket sales. A good title sells many tickets.

For two years, every trade paper has received reams of copy about the proposed merger of the two exhibitor associations into a single powerful group. It is time that these thousands of words were translated into action. Less press releases and more deeds! Someone once said, "There is no substitute for intelligence—the nearest thing to it is silence."



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Gold Bands

Jack Goodlatte, managing director, Associated British Cinemas, London, and Variety Club's International European Representative, married Mrs. Pamela Parry at St. Peter's, Norbiton. The bride was associated with Pearl, Dean, and Younger, screen advertising specialists.

Robert F. Maar, assistant general manager, Trans-Lux Theatres, was married to the former Virginia J. Kennedy at St. Margaret's Church, Riverdale, N. Y. The bride is presently head of surgical nursing at St. Vincent's Hospital, New York.

### Obituaries

Mrs. Phil Chakeres, wife of the president of Chakeres Theatres, Inc., died at her winter home in Miami Beach, Fla. Funeral services were held at Springfield, Ohio. Survivors include her husband, a daughter, two grandsons, and a brother.

Margaret de Cordova, mother of producer-director Fred de Cordova, died at her Los Angeles home following a short illness. Director de Cordova is currently directing "Frankie and Johnny," Edward Small production for United Artists release.

Mrs. Louise Duncan, 91, widow of James Duncan, a cashier at Comerford's Enjoy, Johnson City, N. Y., for 40 years, died at the WRC Home, Oxford. She is survived by a son and several cousins.

Morgan Hudgins, 54, MGM European publicity director, died at the Castellana Hilton Hotel, Madrid, Spain. He is survived by his mother, two brothers, and a sister.

Herman H. Hunt, 66, owner, CineStage, Columbus, Ohio, and McCook's CineStage, Dayton, Ohio, died while on vacation at Little Rock, Ark. He was a past chief barker of Variety Club Tent Three. Survivors are his wife, and a daughter.

John J. Jones, 63, partner in Jones, Linick and Schaefer, Inc., died at his Chicago home. He formerly operated the McVickers, Oriental, State Lake, and Woods and other theatres. He was past president of the Illinois Variety Club and of Screen Guild Productions, Hollywood, Cal., and a trustee of La Rabida Sanatorium. Survivors are his widow, a daughter and a brother.

Mrs. Frances Pickman, mother of motion picture industry executives Milton, Herbert and Jerome Pickman, died in New York. Milton Pickman is a Hollywood agent and producer; Herbert Pickman is an executive in the United Artists roadshow sales department; and Jerome Pickman is assistant general sales manager at Columbia Pictures. Other survivors are a daughter and another son, Harry.

Mrs. Mary Todorov, 74, mother of the manager of the Colonial, Harrisburg, Pa., died at Harrisburg Hospital. Survivors are her three sons, two daughters, and three grandchildren.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 7

## Phila. Variety Prepares For Gala Newsboys' Day

PHILADELPHIA — Variety Club Tent 13, in cooperation with The Philadelphia Inquirer, will stage the eighth annual Old Newsboys Day on Friday, June 18. The colorful fund drive supports the Variety Club Camp for Handicapped Children at Worcester in Montgomery County; a year round oral treatment and rehabilitation program; a college scholarship program; and construction of a Variety Club Rehabilitation Center at the new Children's Hospital to be built near the University of Pennsylvania.

On Old Newsboys Day, the Inquirer will publish a four-page souvenir "Happiness Edition," with stories and photographs on the Variety Club camp and other programs supported by the "sale" of newspapers.

Hundreds of volunteers from all walks of life, including show business celebrities, radio and tv personalities, sports figures, city officials, judges, members of legislature and business leaders, have been recruited to "sell" the "Happiness Edition" in center city from 11:30 a.m. to 2:30 p.m., and from early morning to late evening at neighborhood and suburban shopping centers.

The "newsboys" and "newsgirls" will wear the black top hat, symbol of the show business barker, and a gold coin apron, while selling the souvenir newspaper at prices set by the purchaser's generosity—preferably for folding money.

Old Newsboys Day will bring a carnival atmosphere to center city, with more than a dozen musical combos playing at various street corners throughout the area. At noon, there will be a gala parade on Chestnut and Market streets with marching bands, military units, and colorful floats.

Jack Beresin, past international chief barker of Variety Clubs International, is general chairman of the drive, with Richard W. Havens, president of Industrial Valley Bank and Trust Co., honorary chairman. David Rosen is coordinator, and chief barker of Variety Club is David E. Milgram.

### UA Promotes Leo

NEW YORK—John Leo has been appointed United Artists assistant exploitation manager, it was announced by UA exploitation manager Al Fisher.

Leo, who has been with UA for five years, replaces John L. John, who recently joined 20th Century-Fox as advertising and publicity roadshow manager.

Leo entered the motion picture industry in 1960 when he came to UA. He was assigned to the company's exploitation department, where he has worked in several positions leading to his present promotion.

### L.A. Salutes Technicolor

LOS ANGELES — Technicolor's Golden Anniversary was given an official salute when Los Angeles Mayor Samuel William Yorty proclaimed June 13-19 as Technicolor week.



## BROADWAY GROSSES

### Can't Fight The Sunshine

NEW YORK—While sunshine turned the crowds to other summer activities, the hard ticket, reserved seat attractions held well in the Broadway first runs. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE YELLOW ROLLS ROYCE" (MGM). Radio City Music Hall, with usual stage show, did \$109,118 on Thursday through Sunday with the fourth week sure of \$170,000.

"MIRAGE" (U). DeMille reported \$12,000 for the second week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli announced \$48,000 for the 14th reserved seat week.

"THE AMOROUS ADVENTURES OF MOLL FLANDERS" (Paramount). Loew's Capitol reported \$13,000 for the second and final week.

"LORD JIM" (Columbia). Loew's State with reserved seat policy did \$13,000 for the 15th week.

"THE TRAIN" (UA). Astor announced \$13,500 for the 12th week.

"DR. NO" (UA) and "FROM RUSSIA WITH LOVE" (UA). Victoria with these James Bond reissues tallied \$23,000 on the second week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed \$25,203 on the 16th week of reserved seat policy.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, did \$58,000 on the 33rd week.

"BEACH BLANKET BINGO" (AIP) and "WAR GODS OF THE DEEP" (AIP). RKO Palace stated the opening week would tally \$14,000.

## Para. Release Schedule Tops Last Year By Six

NEW YORK—Paramount Pictures will release a minimum of 18 films in the next seven months, an increase of six over the same period a year ago, it was announced by general sales manager Charles Boasberg at the conclusion of a two-day meeting of the company's regional sales managers from throughout the U. S. and Canada.

The release schedule, covering the June through December period, includes 14 new films, 11 of which are in color, and four re-releases.

In order of release, the films are "The Amorous Adventures of Moll Flanders," "In Harm's Way," "Harlow," "The Family Jewels," "The Sons of Katie Elder," and "Black Spurs," all summer releases; "The Revenge of the Gladiators," "Seven Slaves Against the World," and the Dean Martin-Jerry Lewis combination, "The Caddy" and "You're Never Too Young," September; "Situation Hopeless But Not Serious" and "The Skull," October; "Promise Her Anything," "Red Line 7000," "Town Tamer," and the Audrey Hepburn combination, "Breakfast at Tiffany's" and "Sabrina," November; "Boeing-Boeing" and "The Spy Who Came In From The Cold," December.



# Weltner Calms Ruffled Tempers

## 900 Industry Executives Honor Sumner Redstone

BOSTON—More than 900 motion picture exhibitors and executives, representatives of majors, wives, and friends attended the Variety Club testimonial dinner tendered Sumner Redstone, president of TOA, at the Statler-Hilton ballroom.

At the dinner, which featured George Jessel as toastmaster, Julian Rifkin, Rifkin Theatres, assistant to the president of TOA and chairman of the executive committee of TONE, predicted that under Redstone's guidance of TOA, a merger with Allied will take place for one over-all organization, and the discontinuance of blind bidding.

Jim Britt, well known sports announcer, introduced Jessel, who was in rare form and got off some fast quips, "I used to play Loew's Bunker Hill," and "Boston used to be the city of the Cabots, Lowells, and Lodges, now it's Kennedy, Levine, and Redstone."

Samuel Pinanski, past president of TOA, representative of TOA in COMPO, and president of American Theatres Corp., forecast "a big year ahead in TOA."

Other speakers were Charles Boasberg, vice-president, Paramount; Jack Armstrong, president, Allied; Morey "Razz" Goldstein, general sales manager, Warners; Joseph E. Levine, president, Embassy Pictures; Nat Nathanson, Variety Clubs International; Eugene Picker, vice-president, United Artists; and Sumner Redstone, president TOA and guest of honor.

Rabbi Joseph S. Shubow gave the invocation and the Rt. Rev. George V. Kerr gave the benediction. Arthur H. Lockwood, past president, TOA, and president Lockwood & Gordon, made the presentation. Singer Bobby Vinton entertained.

Arnold Van Leer, United Artists press director in Boston, and member of the board of directors of the Variety Club, was in charge of press, radio, and tv arrangements.

## MGM Buys Stock Block

NEW YORK—Metro-Goldwyn-Mayer has bought a large block of its stock from a mutual fund after the largest individual shareholder, Philip J. Levin, had offered to buy the stock for himself. The buy was for about 107,000 of the company shares at approximately \$43 a share from Boston's Massachusetts Investors Growth Stock Fund, Inc. The value of the transaction was about \$4.6 million.

Levin was elected to the MGM board last February and controls about 175,000 MGM shares. He is president and principal shareholder of Shop Centers, Inc.

## Sherpix Joins IFIDA

NEW YORK—Michael F. Mayer, executive director of IFIDA, announced the acceptance of an application for membership of Sherpix, Inc., New York based distributor of foreign films.

Milton Platt, general sales manager, will serve as designee on the IFIDA board of directors, with Saul Shiffrin as alternate.



Century Theatres vice-president Martin Newman, left, may not realize it, but he's shaking hands with the wrong Charley Boasberg. Figure at right is a life-size blow-up of Paramount's general sales manager created for the company's showmanship meeting at the RKO Palace, New York City. The real Boasberg is in the center.

## Judge Sees "Cut" Version; Fines Exhib For Contempt

BOSTON—In the first case of its kind, a motion picture exhibitor has been fined \$500 for contempt because of the showing to a judge of a cut version of a film. Theodore Costas, owner of the new Symphony Cinema in the Back Bay, a 500-seat newly constructed house, part of a projected theatre on top of a theatre, a so-called "piggy-back," was fined the \$500 in Roxbury District Court.

Judge Elwood McKenney fined Costas after he found out he had viewed an expurgated version of "Rope of Flesh," which opened at the Symphony Cinema on May 25. The court was told that Richard J. Sinnott, Boston licensing chief and city censor, received a complaint that the film was objectionable and asked the police to look at the film. They did, agreed that the film was objectionable, and sought a formal complaint in Judge McKenney's court. The judge continued the case so he could see for himself if "Rope of Flesh" was objectionable.

During a conversation with a member of the vice squad, Judge McKenney learned the police had viewed one version of the film, and he had seen another—one in which several deletions had been made. So the judge fined Costas for contempt of court. At the same time, the court praised Mayor John F. Collins, under whose office the licensing chief and city censor works, "for his high principles in causing complaints to be brought against the film."

## U, Decca Set Dividends

NEW YORK—The board of directors of Universal Pictures declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on June 29 to stockholders of record at the close of business on June 16.

Directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable June 30 to stockholders of record June 16.

## President Cities Many Reasons For Optimism; Dissidents Siegel, Martin Queried By Stockholders

NEW YORK—At a turbulent annual meeting of Paramount stockholders at the Hotel Astor attended by an estimated 500, Herbert J. Siegel, board chairman, Baldwin-Montrose Chemical Company, and former head of General Artists Corporation, and Ernest Martin, a partner in Feuer and Martin Productions, Broadway producers, could not be pinned down on the course they will steer as newcomers to the film company's directorate.

Stockholders refused to cast their ballots for the election of directors until they could question the two new candidates on the reasons for their \$8.5 million stock purchase in the company.

The barrage directed at the two new Paramount directors was set off by Trueman T. Rembusch, president, Syndicate Theatres of Indiana, and one-time head of Allied States Association of Motion Picture Exhibitors, when he sought to find out from them how much they were in favor of the Paramount management. Rembusch wanted to know if Siegel and Martin intended to perform as part of the Paramount team and avoid disrupting the management of the company.

Edwin Weisl, Paramount director and a key figure in the compromise which saw Siegel and Martin call off a threatened proxy fight after management named them to the 11-man Paramount board, said there was nothing mysterious about the company's decision to put them on the board. "They represent the largest block of stock," Weisl said. "Also, by virtue of their experience, character, and ability, we felt they would add to the success of the company. If we didn't believe that, all of us would resign. It was no deal—no pressure."

The two recent dissidents control more than 125,000 Paramount shares, or nearly nine per cent of the total outstanding, and were part of the management slate finally re-elected to the board.

Asked if he sought control of the company, Siegel replied that it wasn't a fair question at the time. He said that he and Martin haven't had a chance to study the company from within.

Mrs. Ann Gould, a shareholder, said to Siegel, "You don't spend over \$8 million for Paramount stock without knowing what you want to do."

Siegel said his interests are no different from those of other stockholders. "We are interested in dividends and in preserving the company's cash position," he asserted.

The only criticism Siegel made of the management was that he believed the company hasn't been exploited to the fullest. He previously stated that he and Martin believed the company lacked vigorous directors.

George Weltner, Paramount president, praised Siegel and Martin, who have replaced Y. Frank Freeman and Duncan G. Harris, retired, and said that both "bring a fine background of experience to their new positions on the board."

In addressing his first annual meeting since being elected to the presidency a year ago, (Continued on next page)



# Distributors, IATSE Back Easing Of Consent Decree Restrictions

WASHINGTON, D. C.—The major distributors, parties to the consent decrees, placed their case for modification of the judgments before the Department of Justice when they met with William H. Orrick, Jr., assistant attorney general in charge of the anti-trust division.

They contended that elimination or easing of the restrictions contained in the decrees would help the industry economy.

Representing the distributors were Irving Moross, Columbia; Benjamin Melniker, MGM; E. C. Timberlake, Paramount; Joseph M. Sugar and Jerome Edwards, 20th-Fox; James Velde and Gerald Phillips, United Artists; Adolph Schimel, Universal; and Howard Levinson, Warner Brothers.

IATSE representatives later met with Orrick and asked that the consent decrees be changed to permit the divorced circuits to acquire new theatres without the necessity of obtaining Department of Justice approval or getting court clearance. The IATSE is understood to have stated that the present requirement tends to cut down employment.

The IATSE representatives were president Richard F. Walsh and general counsel Frank Murdoch, of Philadelphia.

## Five From Electronovision

LOS ANGELES—Bill Sargent, president of Electronovision, announced his company's production schedule for the remainder of the year.

The company has set a five-picture production slate to be completed between now and the end of 1965.

The first project is a teenage musical special to be produced in late June for release around Labor Day. The show will be filmed "live" in New York, possibly at the Paramount Theatre. Second project is "Fade Out, Fade In," the Carol Burnett Broadway musical. An October release date is planned. The third project, now being finalized, is the second annual "T-A-M-I Show" which will go before the Electronovision cameras the end of October. It will be released for the Christmas holidays. Two other projects will be completed before Jan. 1. One will be an as-yet-unnamed Broadway show and the second a "sepcial" created and produced by Electronovision.

## McQueen To Moscow Fete

HOLLYWOOD—Steve McQueen has accepted an invitation to be guest of honor at this year's Fourth International Moscow Film Festival, scheduled from July 5 to July 20 in Russia, it has been announced by Madame N. Voltchenko, executive secretary.

Winner of the best actor award at the Second International Moscow Film Festival in 1963 for his performance in John Sturges' "The Great Escape," McQueen accepted the invitation prior to his departure for Europe with John Sturges for location meetings in connection with their new film, "Day of the Champion." Actor will be joined by his wife, Neile, and fly to the Festival directly from location of the new sports car racing production, sequences for which will be filmed in Germany, France, England, and Italy.

## PARAMOUNT MEETING

(Continued from page 7)



SIEGEL



MARTIN

Weltner said, "Paramount anticipates improved earnings for 1965, based on a new surge in motion picture production that is only now beginning and which augurs so well for our future." He said that the first quarter earnings for this year were more than double those for the same period in 1964, and that the second quarter of 1965 "will compare favorably with our excellent first quarter."

By the end of this year, Paramount will have completed most of the motion pictures scheduled for release in 1966, Weltner reported. He said that "this most unusual achievement," which places Paramount in its strongest product position in many years, has created a "whole new feeling in the company and in the industry about the rising tide of Paramount motion pictures."

The accelerating of the production output of a motion picture company, to which Weltner has devoted the greatest part of his time over the past two years, "is a task not quickly achieved," he noted, pointing out that it takes up to a year and a half from the inception of a motion picture idea to its appearance on the screen.

"Consequently, the hoped-for acceleration of Paramount's product image is just now becoming apparent on the screens of the world," he said, "and there are about 50 pictures in our future either on the runway, on the ramp or in the hangar."

Weltner had high praise for the new management of Paramount's Hollywood studio, under the direction of vice-president Howard W. Koch. "The results of this beneficial change in production manpower will reach its initial objective in 1966." Noting that the strongest tool needed to carry this program forward was "the necessary funds to pay for production," Weltner revealed that "the bank credit now available to us is higher than at any time in many years. We do have the financial resources to carry us into this period of growth and beyond."

Indication of the high level and power of the pictures upcoming from Paramount is given by the type of producers and directors who will make them, Weltner said, citing, among others, Henry Hathaway, Howard Hawks, Joseph E. Levine, Edward Lewis, Jerry Lewis, Otto Preminger, Martin Ritt, Harry Saltzman, Ray Stark, and Hal Wallis.

At the same time it is expanding and accelerating its production program, Paramount

is devoting considerable attention to "a vigorous effort to build new personalities through recognition of artistic abilities in young people, be they in the producing or performing areas of the business, and to use the strength and power of this company to help them emerge as our future great names," Weltner said. This program also extends to "the splendid younger executives that are the 'engine box' of this company," Weltner said. "In this wealth of fine manpower is the future of Paramount and a good deal of our present strength."

Pointing out that the largest part of the motion picture audience is made up of teenagers and young adults, Weltner said that "in catering to this vast and exciting audience we must be very careful in our story values not to feed them dullness. They will not respond to a bland diet. We must give them up-to-date, meaningful pictures. We must move with the times, with the arts and with the constantly rising intelligence level of this audience."

After an absence of some years, Paramount is "vigorously returning" to the field of television production and distribution, Weltner said. Through Herbert Brodtkin's Plautus Productions, David Susskind and Daniel Melnick's Talent Associates-Paramount Limited, and a new alliance with Stirling Silliphant, Paramount will have a major stake in television programming in the coming seasons, Weltner reported, and "it is my sincere hope that when next we meet this will have incubated into a fine and sizeable business."

Regarding Paramount's pioneering effort in pay television through its International Telemeter Company subsidiary, Weltner said that "we believe that Telemeter will be successful and that it will play a large part in the future activity of this company. If at this moment it has been slowed down by outside factors, we are certain that it must emerge as a great new segment of the amusement business and we, Paramount, shall become the greater for it."

Weltner reported successful operations for Paramount's subsidiary companies, including Famous Players Canadian Corporation, Famous and Paramount Music Companies, and Dot Records.

Joseph E. Levine briefly addressed the meeting, and the president of Embassy Pictures said that he expected that all of the 22 pictures he is committed to make under his deal with Paramount would be completed within two years. He added that seven of the films have been completed and four are in release. Levine also praised Siegel and Martin and said, "I think they will be a great asset to the company."

All directors of Paramount were re-elected by the stockholders. They are Weltner, Barney Balaban, Adolph Zukor, Paul Raibourn, and James H. Richardson, all executives of Paramount, and Edwin L. Weisl, Stanton Griffis, Paul E. Mannheim, Ernest Martin, Maurice Newton, and Herbert J. Siegel.

At a board meeting immediately following the annual meeting, Weltner, president and chief executive officer, and all other officers of the corporation were re-elected.

## Vets Invited To "Beach"

NEW YORK—The New York Journal American began a promotion on behalf of 20th-Fox's "Up from the Beach" with the offer of free tickets to veterans who "came up from the beach at Normandy" on D-Day, to the film's opening, on June 9, at any of 27 New York metropolitan area theatres.



## Fox Offers Debentures To Reduce Borrowings

NEW YORK—Twentieth Century-Fox Film Corporation is offering to its stockholders the right to subscribe for 18,364,300 of 4½ percent convertible subordinated debentures due June 1, 1990, on the basis of principal amount of debentures for each 15 shares of common stock held of record May 28. The subscription price is 100 percent. The debentures are convertible into common stock at \$32 per share.

The rights to subscribe, evidenced by subscription warrants, will expire at 3:30 p.m. (EDT) on June 14.

Lehman Brothers is managing a group of investment banking firms which will purchase all debentures not subscribed for by exercise of the rights.

Net proceeds from the sale of the debentures will be applied to the reduction of bank borrowings originally incurred for working capital purposes.

A mandatory sinking fund, which will commence on June 1, 1975, will retire about 82 percent of the issue prior to maturity through the redemption of \$600,000 debentures annually in the period 1975-1979, and \$1,200,000 annually in the years 1980-1989. Also, the company has the option to retire an additional \$600,000 in the years 1971-1979 and an additional \$1,200,000 in the period 1980-1989.

The debentures will be redeemable for the sinking fund at 100 percent plus accrued interest. They also are optionally redeemable at an initial redemption price of 104½ percent plus accrued interest in the 12-month period ending May 31, 1966, and thereafter on a reducing scale of prices.

## Agency Opens London Office

NEW YORK—The William Morris Agency has opened its own agency office, the William Morris Agency (U.K.) Ltd., in London, it was announced by Abe Lastfogel, president of the international talent agency.

Lastfogel named John C. Mather, head of William Morris Agency operations in Europe since 1961, as managing director of the London-based company. Mather has been headquartered in Rome.

"The primary concern of the William Morris Agency is in furthering the career of our clients, world-wide," Lastfogel said. "With the dynamic changes in show business reaching out to all points of the globe, we are expanding our facilities in order to maintain the credo of management responsibility and dedication laid down by our founder 67 years ago."

Four new executives who have joined the London office to assist Mather are John Findlay, Richard Eastham, David Booth, and Sally Shuter.

## UA Sales Meetings

NEW YORK—United Artists vice-president James R. Velde conducted top-level three-day sales conference in Cincinnati last week. This was the sixth in the current series of UA sales meetings that will eventually cover all 35 of the company's domestic branches.

These meetings were presided over by Velde, assistant general sales manager Al Fitter, and eastern and Canadian division manager Eugene Tunick. Other UA sales executives in attendance were national director of roadshow sales Milton E. Cohen, supervisor of branch operations Jules K. Chapman, and director of exploitation Al Fisher.

# Charlotte Group Wants Nudity Ban Whether It's Constitutional Or Not



British beauty Rosemary Williams, winner of the "Miss Beach Party of 1964" contest sponsored by American International Pictures and Associated British Cinemas, Warner Pathe Distributors, recently visited Hollywood to claim her prize—a role in AIP's "How To Stuff A Wild Bikini"—and is seen here with, left, director William Asher and James H. Nicholson, president, AIP.

CHARLOTTE—A citizen's group here preparing an anti-obsenity report for Mayor Stan R. Brookshire revealed that it will recommend adoption of a law banning "lewd" and "nude" motion pictures, even though the courts may declare such a law unconstitutional.

The proposed ordinance would prohibit the operation of so-called "nude" motion picture houses, and John G. Plumides, chairman of the mayor's anti-smut committee, said Charlotte should have an ordinance banning "lewd nude movie houses, even if that law is ruled unconstitutional." He said, "Let the courts decide whether the ban will hold up—but at least we should pass the law to arouse the community."

He said his committee will recommend that the city forbid operation of any motion picture house showing "nude" movies. He said the ideal ordinance would ban the patently lewd motion picture films entirely, and also would apply to all regular motion pictures, but such an ordinance admittedly is unlikely to be approved.

"We should prevent any child under age 18 from attending any movie of adult nature," he said, adding that the ordinance ideally would apply to all motion picture houses and would make the operator and the child equally responsible. He said the principal problem would be in determining what constitutes adult fare in a film.

"Whenever the emphasis is on sex and nudism, as it is more and more in too many Hollywood productions, then minors shouldn't be permitted to see it," he said.

Noting that local anti-obsenity efforts are aimed at protecting children and young people, he said, "You can't raise kids and not have them influenced by this . . . They must walk by it at the drugstore and the newsstand and they see it on billboards and in the previews at movies—it's a real problem."

He said the only way of combatting the situation is an eventual stirring up of community concern and "that's why we need laws, even if they are knocked down by the higher courts. At least people would become more concerned."

He said his committee also will recommend banning the sale of certain reading matter to persons under 21.

## "Flying Machines" Gala Bow

NEW YORK—Admiral Joseph J. (Jocko) Clark will serve as chairman of the benefit committee, and well known aviatrix Jacqueline Cochran, who is also Mrs. Floyd Odlum, will be chairman of the women's subcommittee of the National Reserve Officers Association which is sponsoring the American premiere of "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes" on June 16 at the DeMille.

The debut of the 20th-Fox roadshow release, which will be for the benefit of the association's National Memorial Building Fund, will be followed by a champagne supper at the Astor Hotel. Tickets to the premiere program are priced at \$50 and \$100. Tex McCrary will be master of ceremonies at the champagne supper.

## Pacific Theatres Leases RKO Pantages, Hollywood

HOLLYWOOD — Pacific Theatres has entered into a long term lease to operate the deluxe RKO Pantages, Hollywood, according to an announcement by Pacific's president, William R. Forman, and RKO circuit head Harry Mandel. The option to purchase the property is part of the lease agreement, Forman said.

The outstanding first run showcase, long the home of the Academy Awards, goes under the Pacific banner the last week in June. Preparations already are under way for the July 1 world premiere of Warner Brothers' "The Great Race." Forman said the acquisition of the Pantages gives Pacific four conventional theatres in the Hollywood area. In addition to the Cinerama Dome, the circuit operates the Pix and the World.

"We of Pacific are happy to be associated with such an outstanding and highly regarded theatre as the Pantages," Forman said. "We hope the presentation of the Academy Awards may be resumed there in a legitimate Hollywood setting, and sponsored by the industry."

The current attraction at the RKO Pantages is Ely Landau's "The Pawnbroker" starring Rod Steiger, continuing through June 21.

## MGM's Olin Clark Retires

NEW YORK—Olin H. Clark, for more than two decades eastern story editor and then editorial director for Metro-Goldwyn-Mayer, retired 23 years to the day after he first joined the company in 1942.

During his long tenure, Clark was a key participant in negotiations for \$50 million worth of literary and dramatic properties acquired by MGM.

In honor of his service to the company, Clark was feted at a testimonial luncheon at Sardi's, attended by top MGM home office executives led by president Robert H. O'Brien.



# High-Powered FST Team Launches Summer Fun Shows For Happy Kids

JACKSONVILLE—Florida State Theatres, the state's largest circuit with 56 operating units in 30 different communities, has long specialized during summer months in presenting morning "fun shows" for children on midweek morning dates.

Robert Heekin, FST district supervisor for northeast Florida, called in a group of 12 theatre managers and assistants to conduct two "pre-summertime fun shows" at the local Capitol and Edgewood the morning of Saturday, May 29. The Florida Publishing Co., which issues both local daily newspapers, the Florida Times-Union and the Jacksonville Journal, sponsored the shows and published large advance ads to whip up the interest of local kids and their parents. The ads featured art work of Chuck Connors in "Geronimo," which played both houses along with cartoons. Sidewalk set pieces were also used in advance in front of both theatres.

The shows, which were used to focus attention on the coming series of "summertime fun shows," were free to children who brought a coupon which was part of the newspaper ads. The shows exceeded all expectations as an immense turnout of children (aged three to 15) swamped both the Capitol and the Edgewood, and gave both theatres a record day for concession sales despite the lack of ticket sales. The Edgewood was forced to cancel out the first afternoon show of its regular program in order to present a second "fun show" for hundreds of children who could not be seated the first time around.

In addition to his staff of ushers and candy girls, Joe Charles, Capitol manager, had the services of the following in the hawking of prize boxes, and assisting with crowd control and a stage show: H. A. "Red" Tedder, manager, Matanzas, St. Augustine; Alvin Hodge, manager, Howell, Palatka; Mrs. Iva Lowe, manager, local San Marco Art; and Leon Leslie, assistant, local Imperial.

Art Castner, manager, Edgewood, also had some fancy help in the persons of Walt Meier, manager, downtown Florida; Marty Shearn, manager, downtown Center; his assistant, Bob Jones; and Jim Shirah, assistant, Florida, Gainesville. Al Hildreth, manager, downtown Empress, jumped from one theatre to the other in his role as roving photographer.

The stage shows were arranged to provide eager-beaver youngsters with a sense of participation during twist dance contests, string-eating competitions, and paper-cutting games. Both theatre managers served as their own masters-of-ceremonies. Joe Charles, Capitol manager, added a patriotic and sentimental touch to his program which went over big with the kids as his deep baritone voice led them in singing "God Bless America" in time to a screen slide.

## World-Cine Ups George

NEW YORK—Jack G. George, comptroller of World-Cine Associates since the company's formation a year ago, has been appointed vice-president in charge of business operations by the board of directors, it was announced by Ellis A. Kadison, president.

George will be based in Hollywood but will make frequent visits to New York in connection with the company's three-picture production agreement with Joseph E. Levine's Embassy Pictures.



The Wythe, Hampton, Va., recently changed its policy to art films and its name to the Wythe Cinema. As the new sign goes up, Jerome Gordon, vice-president, Gordon Enterprises, shows reviews of forthcoming product in MOTION PICTURE EXHIBITOR to Mrs. Anne Kilgore, Mayor of the city of Hampton, Va.

## Editor Compliments Exhibs In Victory For Good Taste

COLUMBUS, O.—Manager Sam Shubouf, Loew's Ohio, and RKO city manager Ed McGlone were complimented by Don Weaver, editor of the Columbus Citizen-Journal, for "listening to the voice of the respectable public" in the cancellation of "Kiss Me Stupid" at the Ohio and Grand.

Weaver called the action "a small victory for good taste." The cancellations came after the theatres and newspapers received a flood of letters and phone calls from women's and church groups protesting the booking.

Weaver added: "The picture, which shall be nameless here lest we advertise it for some less discriminating exhibitor, is said to reach a new low in the way-out, anything-goes credo that has besmirched so much that passes for entertainment.

"The ladies opposed the picture as improper for children. They used the pressure of public opinion. One point they made was that it was especially deplorable to show such an improper movie in big downtown theatres.

"Well, most of us dress better to come downtown than we do to visit a neighborhood shopping center, don't we?

"We compliment the theatre managers who listened to the voice of the respectable public. It's hard to write rules on such debatable qualities as good taste, morals, and decency. It's even harder to enforce them. But there is an area beyond the pale of ordinary acceptance. And a lot of so-called entertainment has jumped well over the fence.

"If we are to have a decent society, we must observe some standards of good taste and decency."

## T-L Declares Dividend

NEW YORK—The directors of Trans-Lux Corporation declared the regular quarterly dividend of 15 cents per share on the common stock, payable June 25 to stockholders of record at the close of business June 11.

## Alliance Managers Meet; Circuit Expansion Mapped

INDIANAPOLIS—A full day's session with all Alliance managers was held here recently as a kick-off meeting for the 30th annual summer drive.

S. J. Papas, executive vice-president of the Alliance Amusement Company, announced that there would be \$20,000 in cash prizes to the managers doing the best over-all job in showmanship, concessions, and bringing in more dollars at the box office. Papas also emphasized the importance of the McDonald's Drive-In portion of the business, as well as the community antenna television systems. In the forward progress of Alliance for the next year, Papas announced that \$3,000,000 would be spent in building of new indoor theatres in shopping centers in Ft. Wayne and Kokomo, new units for McDonald's and further expansion in CATV.

Robert Conn, midwest division manager, Warner Brothers, gave an optimistic outlook on the line up of product coming from Hollywood, not only from Warner Brothers, but from other film companies. He emphasized that millions of dollars had been poured into these fine pictures coming to theatres, and both exhibitors and distributors must do everything possible to inform the public.

Ervin Clumb, manager, Greater Indianapolis Amusement Co., spoke on the duties and functions of an enthusiastic theatre manager. There is always something to do within the theatre and away from the theatre in regard to tie-ups with organizations, speaking engagements with fraternal groups, a clean theatre, and other points of theatre operation.

## MGM Heralds Go Canadian

NEW YORK—In what is believed to be an industry "first," Metro-Goldwyn-Mayer is "going international" with its tabloid-type heralds on forthcoming releases and will now print them in Canada for use by Canadian exhibitors, it was announced by Andrew Sullivan, MGM exploitation manager.

The heralds will be printed on modern offset presses in Guelph, Ontario, and will be printed and shipped the same day they are received. Printing the material in Canada will do away with import duties, custom delays, and the extra shipping costs necessitated by delivery from the United States.

The first heralds to be printed in Canada will be used to promote "She," "Operation Crossbow," "Girl Happy," "Clarence, the Cross-Eyed Lion," and "Get Yourself a College Girl."

## AA Ups Sales Execs

NEW YORK—Frank Thomas, midwest division manager for Allied Artists, who had been under the supervision of the western sales manager, has been upped to the post of central division manager in complete charge of this division. Thomas, who headed Paramount in Kansas City and Des Moines for 23 years, has been branch manager in Kansas City for Allied Artists since 1955, and became district manager in 1963 prior to his present new post.

Clint Mecham has been appointed to the post of branch manager in San Francisco for Allied Artists, it was announced by Nat Nathanson, general sales manager. For the past 28 years, Mecham has been in the employ of Allied Artists in San Francisco as a broker, office manager, and salesman.



## MGM, Showcase Exhibs Meet On "Crossbow," "Rolls"

NEW YORK—Members of MGM's advertising, publicity, exploitation, and sales departments met with New York showcase exhibitors to discuss merchandising plans for the local campaigns on "Operation Crossbow"—set to open at 25 metropolitan area showcase theatres on June 23—and "The Yellow Rolls-Royce"—which will have a 25-theatre showcase engagement beginning July 28.

Co-hosting the meeting for MGM were Emery Austin, assistant director of advertising, publicity, and exploitation, and Herman Ripps, assistant general sales manager. Also attending were Saal Gottlieb, eastern division manager; Harold Zeltner, New York district manager; Phil Gravitz, New York branch manager; and Norman Pader, field press representative.

Outlining the campaigns designed for "Operation Crossbow" and "The Yellow Rolls-Royce" were Andy Sullivan, exploitation manager; Bill O'Hare, advertising manager; Dick Winters, New York publicity manager; and Andy Kuehn, in charge of radio and television advertising.

Also present from MGM were Dave McGrath and Wayne Weil, exploitation department; Mike de Lisio, coordinator of publicity on "The Yellow Rolls-Royce"; and Lee Bergman, coordinator of publicity and exploitation on "Operation Crossbow."

## New Glen Alden Directors

NEW YORK—At the annual meeting of shareholders of Glen Alden Corporation, the following new members were elected to the board—Austin List, Fred M. Lyon, and Harry H. Wachtel.

List is a vice-president of Glen Alden. Lyon is a vice-president of Glen Alden and president of Swift Manufacturing Company and the Opp and The Micolas Cotton Mills, subsidiaries of the corporation. Wachtel is a senior partner in the law firm of Wachtel and Michaelson, New York, and executive vice-president of McCrory Corporation and of Rapid-American Corporation.

Glen Alden declared a regular quarterly dividend of 12½ cents a share, payable July 15 to holders of record June 30.

## New Para. Pact For Amicus

HOLLYWOOD—Paramount Pictures has signed a new agreement with Amicus Productions, headed by Max Rosenberg and Milton Subotsky, for a minimum of three feature films, it was announced by Howard W. Koch, Paramount vice-president and studio and production head.

The first film under the new agreement will be "Schizo," suspense drama written by Robert Bloch, scheduled to go before the cameras early this summer in England.

## Drutman Bangs "Sands" Drum

NEW YORK—Irving Drutman, veteran free-lance film publicist, has been named publicity co-ordinator for Joseph E. Levine's "Sands of the Kalahari," Embassy-Paramount co-production now before the cameras at Shepperton Studios in London.

A former publicist for producer Louis de Rochemont, Drutman has served as publicity coordinator for such major productions as "On the Waterfront," "The Eddie Duchin Story," "Pepe," and "Act One."

# Two Retiring Memphis Distributors Stroll Along Movie Memory Lane

## Md. Grand Jury Indicts Exhib In Censor Hassle

BALTIMORE, MD.—Ronald L. Freedman, operator, Rex, and his assistant manager, William E. Hewett, were indicted on 14 charges by the Grand Jury accusing them of exhibiting unlicensed films, operating a disorderly house, showing misbranded films, and altering a licensed film.

Freedman recently won a Supreme Court decision invalidating a portion of the Maryland censorship law, resulting in a last minute amendment to the law by the Maryland legislature to meet the objections of the high court. He also has filed suit in federal court to outlaw censorship in the state of Maryland.

## Commonwealth Ups Oller

NEW YORK—The appointment of Jorge L. Oller as a director and secretary of Commonwealth Theatres of Puerto Rico, Inc., has been announced by Rafael Ramos Cobian, president.

Oller, who joined Commonwealth Theatres in 1961 as assistant to the vice-president in charge of film buying and theatre bookings, will now be in charge of these activities for the company. Commonwealth Theatres operates Puerto Rico's leading theatre chain.

Oller has been in various phases of the motion picture business for the past 30 years. Before joining Commonwealth Theatres, he had served as manager of the film company Peliculas Mexicana de P. R., Inc. Earlier, he was employed as manager by Columbia Pictures in Puerto Rico, Venezuela, Peru, Bolivia, and Ecuador, as well as by Allied Artists-Monogram Pictures in Mexico.



High-ranking representatives of the diplomatic corps and society leaders attended a recent charity preview of 20th-Fox's "A High Wind In Jamaica" in New York for the benefit of the scholarship fund of the American Foundation for the University of the West Indies, Inc. Pictured at the event, left to right, Ambassador Francis Plimpton, U. S. Mission to the United Nations; Ronald Tree, chairman of the board, American Foundation for the University of the West Indies; Mrs. Plimpton; and E. R. Richardson, permanent representative to the United Nations from Jamaica.

MEMPHIS—Norman (Cal) Colquhoun and Louis (Lou) Ingram, who retired in May (within a few days of each other) as Memphis branch managers, did a bit of reminiscing at the testimonial party given for them at the Variety Club's new quarters in the Chisca Plaza. Colquhoun is retiring as manager of Columbia exchange, and Ingram is retiring as manager of MGM. The two represent 83 years in the movie industry.

"I remember the first picture Garbo and John Gilbert did together. It was 'Flesh and the Devil,' and I sold it to Georgia State College for Women at Milledgeville," recalls Ingram. "I almost didn't sell them another picture, and this was because of what, in those days, was considered a sexy love scene. Also the picture had the first girl smoking in the movies."

Colquhoun began in 1927 with Joseph P. Kennedy's Film Booking Office. He went with RKO when FBO was sold, and for 15 years he was with RKO in Charlotte, Atlanta, and New Orleans. Republic's Dallas branch manager was his title for the next seven years, then two years Eagle-Lion's branch manager in Dallas and Atlanta, and next to Memphis as Columbia's manager.

"The film business has really changed since I started," comments Colquhoun. "Yesteryear all you needed was a sheet and a wall and you had a theatre. I've sold film to theatre owners in a mine shaft and jumping over rows of cotton. The old rural theatres were all just sidelines."

"How crazy everything was when sound come in! They had Mellophone and Dictaphone and kind of Poopaphone. CinemaScope didn't have anywhere near the impact of sound when it came in, but it did give movies a lift when they were on a toboggan."

Ingram has been with MGM since it came into being in 1924. Prior to that he was with Metro Pictures for two years.

Edwin Howard, Press-Scimitar amusements editor, devoted his column, "The Front Row," to a feature and pictures of the two veterans of show business.

The year after the MGM merger, Lou won a \$150 bonus as one of the 10 top salesmen in the company's first sales contest. This March, his Memphis exchange placed third in its division of 10 exchanges in MGM's latest sales contest. By selling 146 per cent of their sales quota, employees of the Memphis branch all won an extra week's salary.

Editor Howard took a stroll down memory lane with Ingram:

"When sound came in the business began to get complicated. I got me a franchise for Moviephone disk sound equipment. I would sell a picture, then sell the theatre the equipment to play the 'score' record on—early sound was mostly music, you know—and I would get 10 per cent of the \$1250 the equipment cost. That lasted several years, but with so many different sound systems coming out I got tired of fooling with it."

"I remember MGM's first sound picture was 'Alias Jimmy Valentine,' starring William Haines," Lou said. "Before that I sold 'The Four Horsemen of the Apocalypse' which made Valentino a star. I handled Mae Murray's pictures—'Peacock Alley,' 'Fascination,' 'Jazz Mama,' 'The French Doll.' I remember those old pictures better than the ones we released last year."



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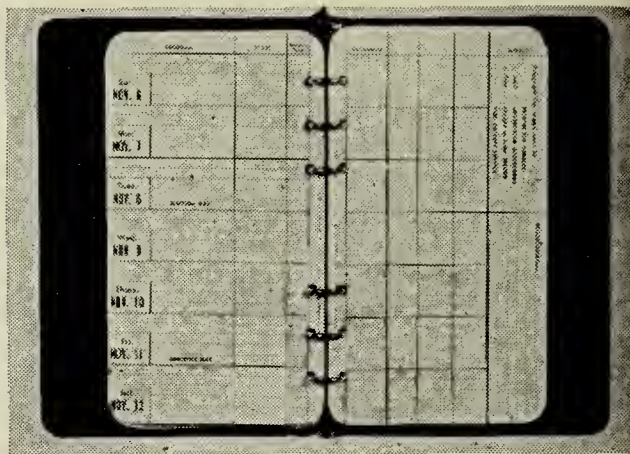
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## PROGRAM and RUNNING-TIME Schedules

—a basic weekly form to replace  
the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Price: 30c per pad

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## Weekly PETTY CASH SYSTEM

—designed for simplicity and  
quick theatre reference.

● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: { Voucher Pads.....30c each  
Voucher Envelopes—50 for 65c

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**No. 3**

## Daily BOXOFFICE STATEMENTS

—all embracing memoranda of  
the complete cash control system.

● Printed on both sides so that complete factual totals for one day can be kept on one 5 1/2 x 9 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
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6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

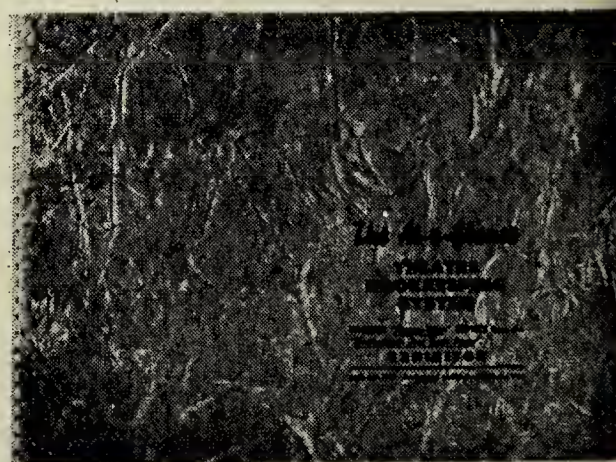
● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

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## THE "At-a-Glance" BOOKKEEPING BOOK

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# Dallas Postpones Classification Until Court Hears Theatres' Suit

DALLAS—There will be no attempt made by the city of Dallas to enforce the recently adopted ordinance requiring movie classification until after the Aug. 19 hearing on a suit brought against the city by 12 area theatre operators.

The decision to delay enforcement was made by city officials several days after the exhibitors filed the injunction suit against the ordinance with U. S. District Judge Sarah T. Hughes.

The city was ordered by Judge Hughes to have representatives at the hearing on Aug. 19 to show cause why the theatre operators should not be granted the injunction against the ordinance, which was adopted in April by the city council after a number of lengthy hearings.

The court was asked in the main petition of the exhibitors' suit to assume jurisdiction and permanently declare the ordinance unconstitutional as a system of prior censorship. It also requested that portions of the ordinance be found unconstitutional and enjoined from enforcement.

The petition stated that enforcement of the ordinance would cause the plaintiffs irreparable damage. Specifically claimed is that mechanics of enforcing the ordinance would delay the showing of first-run movies so long they would "appear on local television stations before appearing in movie theatres. They also claimed passage of the ordinance was due to demands of certain pressure groups.

Grover Harrt, Jr., and Edwin Tobolowsky, local attorneys, filed the exhibitors' suit, which included Interstate Circuit, Rowley United Theatres, Big Tex Theatres, Stanley Warner of Texas, Tivoli Realty, Brooks Theatres, Trans-Texas Theatres, Arcadia Theatres, Big "D" Theatre Co., Charles W. Wisenburg, Frank Lucchese and General Cinema Corp. as plaintiffs.

## Gitlin Forms Production Unit

NEW YORK—Formation of Irving Gitlin Productions, Inc., was announced by Irving Gitlin, creator and producer of television programming. Gitlin stated that he will go into production on a wide variety of projects at the expiration of his contract with NBC.

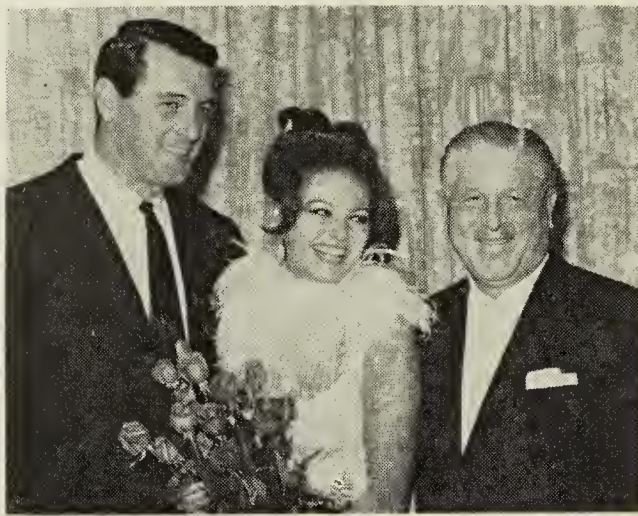
The new company, Gitlin reports, is prepared to take on projects in all areas of production including theatrical motion picture features, television entertainment and documentary programming, as well as industrial, corporate, educational, and governmental films.

For the past five years, Gitlin has been executive producer in charge of creative projects at NBC.

## Broumas Managers Feted

SILVER SPRING, MD.—John G. Broumas, president of the rapidly expanding Broumas Theatre Circuit, announced the winners of the April manager of the month showmanship awards.

The winners were manager of the month, John K. Belz, manager, Visulite and Staunton Drive-In, Staunton, Virginia, and the best individual campaign was won, for the second time in a row, by Lee Hall, manager, Beacon, Hopewell, Virginia.



Claudia Cardinale and Rock Hudson, in New York to complete shooting Universal's "Blindfold," are seen with Milton Rackmil, Universal president.

## General Plans Va. House

NEW YORK—A luxurious new ultra-modern 1,000-seat indoor motion picture theatre will be constructed as the latest addition to the Janaf Shopping Center, in Norfolk, it was announced jointly by General Cinema Corporation, national theatre and bowling center chain, and Futterman-Virginia Corporation, owners of the center.

To be known as the Cinema, the new theatre is scheduled to open late this year. It will combine the latest advances in theatre design and operation with the conveniences of a shopping center location, including virtually unlimited free parking.

As designed by Robert W. Kahn Associates, of New York, the Cinema will have pushback seats on an inclined floor to permit passage between rows without the need for seated patrons to rise. This, together with staggered seating from row to row, will give an unobstructed view of the screen from every seat.

The theatre will also introduce a new ticket-selling technique, to eliminate box office queues. The lobby will include an art gallery to provide a showcase for the works of local artists, a feature of all General Cinema theatres.

The construction of the Cinema is the third major addition to Janaf Shopping Center announced in recent weeks. Futterman will build a new six-story office building and has deeded 5,000 square feet of land to the Norfolk Public Library which will build a branch on it.

General Cinema is a pioneer in the development of shopping center theatres and played an important role in the growth of drive-in theatres in the 1940's and 1950's. The publicly-owned corporation currently owns and operates 31 drive-in theatres, 47 indoor theatres and 15 bowling centers.

## Radio City Scholarships

NEW YORK—Dr. Rachel D. Yocom, director of the dance department of New York's High School of Performing Arts, has been named head of the judges committee of Radio City Music Hall's program of scholarships in the theatre arts.

The \$6,000 in scholarships will be awarded to Radio City Music Hall employees or their minor children under a continuing program instituted in 1956.

## 15 Universal Features In Post-Production Stages

UNIVERSAL CITY, CAL. — With the windup of Robert B. Radnitz' production of "And Now Miguel," Universal now has 15 feature productions in various stages of post production or awaiting release. This includes all pictures scheduled for release during the remainder of this year, plus a number that are slated for 1966 release.

Included in this backlog are some of the most important films turned out by Universal in the last several years. Outstanding among these is "Shenandoah," James Stewart starrer which is scheduled to have a gala world premiere at the Majestic, Houston, on June 3.

Other pictures in the company's backlog include "A Very Special Favor," starring Rock Hudson, Leslie Caron, and Charles Boyer; "The Art Of Love," starring James Garner, Dick Van Dyke, Elke Sommer, Angie Dickinson, and Ethel Merman; "Blindfold," starring Rock Hudson, and Claudia Cardinale; "Incident At Phantom Hill," starring Robert Fuller, Jocelyn Lane, and Dan Duryea; "The Ipcress File," starring Michael Caine; "Love and Kisses," starring Rick Nelson, Jack Kelly, and Kristin Nelson; "Madame X," starring Lana Turner and John Forsythe; "McHale's Navy Joins the Air Force," starring Tim Conway and Joe Flynn; "Mirage," starring Gregory Peck and Diane Baker; "Moment To Moment," starring Jean Seberg, Honor Blackman, and Sean Garrison; "The Rare Breed," starring James Stewart and Maureen O'Hara; "That Funny Feeling," starring Sandra Dee and Bobby Darrin; and "The War Lord," starring Charlton Heston, Richard Boone, and Rosemary Forsyth.

Continuing its campaign to build up its roster of important producers, directors, and writers, Universal has concluded negotiations with George Seaton for the two-time Academy Award Winner and former president of the Academy of Motion Picture Arts and Sciences to head his own production unit at Universal, it was announced by Edward Muhl, vice-president in charge of production.

Now in New York working with Henry Denker on the latter's play, "About William," which he will direct, Seaton will check in at Universal after the Broadway opening of the play in the fall to begin his exclusive multiple picture contract calling for him to direct and write his own pictures.

## IATSE-Ballantyne Pact

NEW YORK—The I.A.T.S.E. has signed a nationwide agreement covering, for the first time, the sound service engineers employed by Ballantyne Instruments and Electronics, Inc., it was announced jointly by Richard F. Walsh, international president of the union, and J. Robert Hoff, executive vice-president of the company.

The contract is identical with those covering the engineers of RCA, Altec and a number of smaller sound service firms.

Hoff explained that Ballantyne's expansion program since becoming a division of ABC Consolidated Corporation three years ago "has made it important for our sound men traveling in all parts of the country to establish a closer liaison with projectionists and stage employees. Accordingly, we welcome the long established and well regarded I.A.T.S.E. as exclusive bargaining agent for all our employees engaged in sound installation and sound service work."



## Can't Define "Obscenity," Detroit Law Lacks Teeth

DETROIT—At the time of the first U. S. Supreme Court decision concerning state censorship boards, we questioned Michigan Allied president Milton H. London concerning the effect here.

London explained there would be none. There is a city ordinance requiring the police department to censor pictures, but it has been known for years that the ordinance is unconstitutional. Long since, rather than kick up a fuss, the police have been liberal, and in turn distributors have voluntarily cut footage which censors thought objectionable.

Further, since there is no other such body in the state, other cities have gone along with prints as approved by Detroit police. In recent years, several townships made noises about creating censorship boards, but through Michigan Allied's explanation of the resultant chaos, the efforts were dropped.

Back in Detroit, police Commission Ray Girardin is reacting to the impact of the various Supreme Court decisions which seem to have spread beyond movies. From the confusion there stems only a slight economy. The Commissioner's own words reflect his puzzlement:

"Things have gotten to the point that no one can define obscenity. As such, it doesn't make much sense to have a squad of police officers ruling on what is or is not obscene when there is no definition to test."

Five of the fourteen officers have been transferred to other duties, and the remaining nine will screen movies under the toothless ordinance, handle licenses, police burlesque houses and night clubs featuring "exotics."

The operation, such as it is, has been transferred to the jurisdiction of the vice squad which otherwise keeps an eye on vice, liquor, and gambling enforcement.

Inspector Robert Quaid, formerly in charge of the censor bureau, has become personnel examiner.

## Radio, TV Back Variety

DETROIT—Variety Club of Detroit Tent 5, always fares well on radio and tv during Variety Week. Just how well it did this year was belatedly revealed when the ABC station WXYZ sent the Tent a "Your Public Service 'Check'," facsimile of a regular bank check in the amount of \$6,620, on which it was stated that this was the value of 175 free spots the station had put on the air.

It was, of course, impossible for the club to monitor 30 or 40 assorted stations, all of which received material and cooperated to some degree. Based on the one concrete example, the estimate would run between 50 and 100 thousand dollars.

## Lyles, Para. Extend Pact

NEW YORK—Producer A. C. Lyles will deliver a minimum of 10 major color features for Paramount release over the next two and a half years under terms of a new contract with the company, it was announced by Howard W. Koch, Paramount vice-president and studio and production head.

The contract is effective immediately with "Way Station" and "Fort Siege" set as the first films to go before the cameras under the pact.

## Kerasotes Adds Twin To Existing House



Robert Morse, star, MGM-Filmway's "Quick Before It Melts," holds the hands of the "champs" in the MGM 40th anniversary sales drive in Chicago. Clarence Keim, Chicago branch manager, tied for third place in the branch managers standings, while William A. Madden, right, won first prize in the divisional managers contest.

## IATSE In Strong Bid To Boost N. Y. Production

NEW YORK—The East Coast Motion Picture Production Council of the IATSE made a strong bid to promote film making in New York with the presentation to member locals of a resolution which would give it power to adjudicate disputes that might arise between unions and the employers. This was believed to be the result of the recent dispute between several crewmen belonging to Motion Picture Studio Mechanics Local 52 IATSE and Delbert Mann, director of "Mr. Buddwing."

Under the resolution, the Standards and Organization Committee of the council would be authorized "to take such action as it deems necessary or proper and appropriate on any motion picture production problem as affects this local union or its members in any studio or on any location, involving complaints from or disputes with motion picture producers," with the proviso that "nothing shall empower or authorize the committee to set aside or amend any express provision of any written collective bargaining contract unless such action has the unanimous consent of the committee."

Committee member Steve D'Inzillo said, "With the success of this effort, there is no question but that the climate for more efficient and harmonious motion picture production will be greatly improved. This will surely increase production activities here."

## Managers Honor Sinatra

BEVERLY HILLS — The Conference of Personal Managers, West, breaks precedent with the announcement of its ninth annual awards for service to the entertainment industry. Winners are Frank Sinatra and Mrs. Norman Chandler, Southern California cultural leader and a member of the board of directors of the Los Angeles Times.

Sinatra will be the first entertainer to receive both of the Conference's annual accolades as "Entertainer of the Year" and "Man of the Year."

Awards will be given at the group's annual banquet, to be held at the Beverly Hills Hotel in June 16.

SPRINGFIELD, ILL. — Kerasotes Theatres is adding the 50th theatre to its circuit with the announced construction of the Co-ed #2 in Champaign, Illinois, to commence immediately.

Located adjacent to the campus of the University of Illinois, the new theatre will be a twin to the existing Co-ed Theatre now being operated by Kerasotes, which will henceforth be known as Co-ed #1.

The new structure is of stadium design seating 900, and will cost approximately \$270,000. It is being erected on a 57' x 177' adjoining lot purchased from Dr. Seymour Landa, of Champaign.

Projection equipment for 35 and 70mm will be installed for presentation of road-show attractions, and the latest innovations in lighting, air conditioning, seating and decor will be incorporated, according to George Kerasotes, president of the theatre firm.

Kerasotes stated this was the first "twin" to be built by his company, and he was impressed with the many advantages of the dual auditorium concept. As designed by Axel J. Claesson, chief of the company's planning department, the Co-ed will have common boxoffice, concession stand and rest room facilities.

The existing theatre will also be given a face-lifting and refurbishing treatment to make it compatible with the new house. The firm also operates the Princess Theatre, The Twin-City Drive-In and the Wide Screen Drive-In, in the Champaign-Urbana metropolitan area.

## "Von Ryan" Benefit Bow

NEW YORK—The world premiere of "Von Ryan's Express" on June 23 at Loew's State will be for the benefit of the National Cystic Fibrosis Research Foundation. The premiere will be followed by a supper-dance at the Astor Hotel. Tickets for both events will be priced at \$50 and \$100.

Frank Sinatra, star of the 20th-Fox World War II escape thriller; Raffaella Carra, Italian screen star who makes her American debut in the film; co-star Edward Mulhare; and producer Saul David will attend the premiere and the supper dance. The picture will begin regular engagements at the Tower East as well as Loew's State the day following the premiere.

## Rosenberg To Romulus

LONDON—John Rosenberg, since 1960 London story editor of Metro-Goldwyn-Mayer, is leaving that post to become story editor of Romulus Films.

Previous to 1960, Rosenberg did free-lance film story scouting and reading and, for three years, contributed a regular column of novel reviews to "The Observer."

## Chinich Joins USA

NEW YORK—Jesse Chinich has joined United Screen Arts as a sales representative in the east and will headquarter at USA's New York office.

Chinich is an industry veteran who was formerly western sales manager for Buena Vista as well as film buyer for United Paramount Theatres in the central and midwestern area.



# LONDON Observations

By Jock MacGregor

AFTER THE CANNES FILM FESTIVAL COMES THE INQUEST. BRITAIN MADE a big impact, but the awards have caused as much, if not more, embarrassment as joy. The official British entry was MGM-Seven Arts' "The Hill," which shared the script prize with France's "317 Section." The festival authorities invited Rank-Universal's "The Ipcress File" and, at a much later date, UA-Woodfall's "The Knack." It was the last chosen that swept away the top honors. Even before the results were announced, it was whispered that some were highly critical of the official choice because it showed the country in a bad light, and that protests were likely. Selection of festival films has always been a thorny problem. Many methods have been tried. This year, Britain has been experimenting with a sole selector plus an assessor from each producer group. I never felt this would be a happy arrangement as the choice of selector could be as unacceptable to some as that of the selections. I felt he would be open to be shot at from all sides. The first was critic David Robinson, and early in the festival, he was writing in the Financial Times of "The Knack": "... whose success with the French in particular has rather foxed those of us among the film's co-patriots who thought that the entirely local character of the dialogue, not much fortified by the visuals, would by-pass a foreign audience." Now the industry will study carefully if a festival award helps or, as some suspect, hurts the box office when "The Knack" goes on Rank release with "One Way Pendulum" as a UA-Woodfall unit program, and "The Hill" plays with "Hysteria" on ABC.

After the festival, he wrote of "The Hill": "The film is very clearly about people rather than institutions, but the point eluded a few of the British representatives and residents in Cannes, who resented it as a slur upon the British Army. If the film did less well than it deserved at the prize-giving, it was largely due to the activity of a lunatic fringe of elderly British right-wingers vigorously lobbying to prevent the picture receiving award or acknowledgement." Whether the jury was swayed or the selector was wrong is a moot point, but I suspect that with so many festivals to come, Britain will give urgent consideration to selection machinery."

BRITISH PRODUCTION IS RIDING HIGH BOTH COMMERCIALY AND ARTISTICALLY, and this is mainly due to technicians who have come up the hard way. The studios are "closed shops," and entry to the Association of Cine and TV Technicians is not easy. Dedicated or attracted by the glamor, the aspirant has to prove himself as post boy or runner to justify membership. Few are accepted unless they have special artistic qualifications, except at the lowest level, no matter who their relations may be. Several lords have started this way. There are some training establishments, principally the London School of Film Technique, headed by producer Robert Dunbar, but most of the students are from overseas or have union tickets through working previously in studios. Now the labor government is considering a college of cinematography. Theory is one thing; practice at all levels is another. I very much doubt if such graduates will prove superior craftsmen or make better films.

A fine example of a technician who has come up the hard way is Gerry O'Hara—he was even in studio publicity once. He is now alternating between being assistant director to such masters as Otto Preminger, Tony Richardson, and David Lean, and directing "modest" pictures. This adjective can only be taken in one sense when describing his latest for Compton, "The Pleasure Girls." Even if the critics were not entirely enamored with it, most were laudatory about his contribution. Some may have prejudged the picture through reading the press show synopsis, and I make no apology for joining those who have quoted this collector's piece: "Five beautiful bachelor girls caught in the web of London's lure share the same roof, the same stockings, and a multitude of emotions. . . . They are at once gay, vivacious, daring, sad, pregnant, starry eyed, sensual, mercenary, carefree, disillusioned, sensitive, bohemian. . . . They learn to face and live with the brutalities of life. . . . They are "The Pleasure Girls." Gerry has certainly had to face and live with the brutalities of life as this summary does not reflect the intent or handling of his own story of a country girl's first encounter with London life. We should hear a lot more about him. .

THE ITALIANS THROUGH UNITALIA CERTAINLY MAKE A BIG EFFORT TO pre-sell their pictures abroad with regular press service. "Italian Production 1964" is an impressive illustrated catalog of some 120 features—many co-productions with other countries. The editor, obviously a coward, has refrained from attempting a synopsis for Dino de Laurentiis' "The Bible." There would appear to be a reduction in the traditional Italian art films, and producers are going for the world market with spectaculars, historicals, adventures, and westerns. While a number of these in dubbed versions have provided some independent distributors here with useful bread and butter, few seem to figure on American release schedules. Incidentally, 007 James Bond is to face competition from such Italian films as "Agent 077—Desperate Mission" and "002 Secret Agents."

PRODUCER DIRECTOR MICHAEL ANDERSON IS JUBILANT THAT AFTER \$1,200,000 in six weeks at Radio City Music Hall, "Operation Crossbow" has done so well at the London Empire that it is being transferred to the Metropole for a hard ticket road show season. This is unprecedented. "Lord Jim," the present occupant, moves to the Columbia. Its regular release has been brought forward to August. . . . The Variety Club's 12th annual star gala at the Festival Gardens again spotlighted the industry in the best possible manner through extensive tv, newsreel, radio, and press coverage, but it was dis-

(Continued on next page)

## 20th-Fox Appoints John To Roadshow Ad-Pub Post

NEW YORK—John L. John has been appointed to the newly-created position of 20th Century-Fox advertising and publicity road-



JOHN

show manager, it was announced by Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation.

The appointment of John, who had been assistant exploitation manager for United Artists, is a major step in establishing the company's new roadshow division, according to Rosenfield. The division will function under Rodney Bush, exploitation director, and will be comprised of two arms—advertising, publicity, and exploitation, under John, and group sales and theatre operations, under Sid Newman. Newman, who has been coordinating "The Sound of Music," now will work on all roadshows.

The new division has been set up, Rosenfield said, as the result of the unique situation in which one company will have three roadshow attractions in release simultaneously. "The Sound of Music" began its release in March; "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes" will premiere in June; and "The Agony and the Ecstasy" will open in the fall. In addition, 20th-Fox is preparing a continuing program of roadshow releases for the future.

The formation of the roadshow division under Bush signifies the company's intention, Rosenfield pointed out, to continue to utilize its staff of 12 field specialists located in key domestic centers to handle the roadshows as well as the company's other major releases.

John, prior to his affiliation with UA, worked in New York and in the field for MGM, and was employed by Stanley Warner Theatres in Pittsburgh.

## U. S. Distribs Do Fine, Cop Top Cannes Honors

CANNES, France—The best picture award at the 18th Cannes Festival went to the official British entry, "The Knack," made by Tony Richardson's Woodfall Films, financed by United Artists, and distributed by UA except in the United States where it is being handled by Lopert Films, UA subsidiary.

Best acting awards went to Terence Stamp and Samantha Eggar in William Wyler's "The Collector," a Columbia release.

Rumanian director Liviu Ciulei won the best director award for "The Forest Of The Hanged Men." Sharing the prize for the best scenario were the British film, "The Hill," by American director Sidney Lumet, and the official French entry, Pierre Schoendoerffer's "The 317th Platoon." The special jury prize went to the Japanese feature, "Kwaidan."

The grand prize for shorts was awarded to "Ouverture," Hungarian film by Janos Vadasz, and the Special Jury Prize went to the Belgian short, "Monsieur Plateau," directed by Jean Brismee.





Frankie Avalon, American International star, demonstrates the technique that he will use on Variety Club of New York's Old Newsboy Day June 29 when a special edition of the Journal American will be published and sold on the streets of New York for the establishment of a fund to raise a children's heart center at the N. Y. Medical College, Flower and Fifth Avenue Hospitals.

## Heston Address Highlights Women's Club Convention

NEW ORLEANS—Charlton Heston was to address the opening dinner meeting of the 74th annual convention of the General Federation of Women's Clubs, Sunday evening, June 6, in the grand ballroom of the Jung Hotel here.

The title of his talk was to be "Hats Off To The Ladies." Following his talk, General Federation president, Mrs. William H. Hasebrook, was to present Heston with a Certificate of Appreciation from the organization, which reads:

"The General Federation of Women's Clubs presents this Certificate of Appreciation to Charlton Heston for his excellence as an actor and for the happy hours of entertainment he has provided club members and their families."

Heston, who will be appearing soon in Universal Pictures' "The War Lord," and 20th Century-Fox's "The Agony And The Ecstasy," has devoted himself in recent months to several important industry public relations activities both here and abroad.

## Broder Returns As Exhib

DETROIT—Reentering exhibition is Paul Broder, who has acquired the Riviera, Great Lakes, Carmen, and Kramer from Nederlander Enterprises. With offices in 3265 Union Guardian Building, his son Jeffrey C. will be in charge of the circuit. Second-run policy, which now obtains, will be continued.

About a decade ago, Broder had a fairly extensive circuit named Sterling Theatres, which he liquidated to become a specialist in financing.

The Nederlanders, well-known in the legitimate field, for years operated the Shubert, recently torn down, and are the lessees of the Fisher, formerly a movie house, and now the most outstanding theatre for stage plays in the country. They also have legit operations in Chicago and Minneapolis.

## Goldschmidt Joins Gettinger

BALTIMORE—Fritz Goldschmidt who, from 1960 to 1965, was sales manager for 20th-Fox, Cleveland branch, and from 1948 to 1960 was Fox salesman in the Washington, D. C. branch, has joined the Gettinger Amusement Company as assistant to the president.

# The NEW YORK Scene

By Mel Konecuff

MAIL: "I JUST READ YOUR COLUMN IN THE MAY 26 ISSUE OF MOTION PICTURE EXHIBITOR and was delighted to know that if you 'had a lot of money' you'd throw a luncheon for Spyros Skouras. I wish I had a lot of money too so that I could join you in that project, for if a man ever deserved an honor such as this, it's Mr. Skouras.

"I'm sure that there are enough exhibitors around the country who would gladly help you with such a project. Why not feel the exhibitors out and do something about it? Since one of the first, I believe THE first picture in CinemaScope which he pioneered was 'THE ROBE,' why couldn't some type of special robe be made and presented to him?

"Anything I can do to help in this area I will be glad to do so. So, let's get the ball rolling and see what the other exhibitors think along this line. Sincerely, Eugene Plank, Fabian Theatres, Reading, Penna."

Thank you, Mr. Plank. Ever since that item appeared, the reaction has been terrific. People have phoned to express enthusiasm, and still others have gone out of their way to come over to us on the street or at industry functions to comment with much favor on the suggestion. We're mulling over several possibilities, and if the reaction continues, you'll hear more on the subject.

HELLO DOLLY, SEZ JOE LEVINE: "IT SHOULD CERTAINLY HELP OUR IMAGE with the Legion of Decency," remarked Joe Levine, president of Embassy Pictures, the other day across the luncheon table at the Hemisphere Club as he revealed plans for his company to release a live-action, animated, and "Animagic" motion picture, "The Daydreamer," based on the fairy tales of Hans Christian Andersen and featuring the voices of 10 international stars. The deal with Videocraft International, Ltd., also calls for three additional feature films. The film, which already has started production, will be one of Embassy's major color releases of 1966.

The tentative release date will be Easter, and plans are being formulated, he reported, to use the facilities of the Early Bird Satellite for the simultaneous transmission of the world premiere, literally-speaking. He expected that all four features will be completed within a two-year period, with the second being started as the first is near completion. "The Daydreamer" will cost between 1½ to two million dollars.

Starring in the film, which relates the dream-adventures of young Andersen in a fantasy world, are Jack Gilford and Paul O'Keefe, with the voices of Hayley Mills, Patty Duke, Ed Wynn, Victor Borge, Terry-Thomas, Burl Ives, Boris Karloff, Sessue Hayakawa, Cyril Ritchard, and Tallulah Bankhead in cartoon-type characters that will resemble them. Robert Goulet will sing the theme song.

According to general sales manager "Bud" Edele, the film will not be a children's picture but rather an entertainment for the whole family. According to producer Arthur Rankin, Jr., "Animagic" is the name for his company's method of producing dimensional stop-motion photography or three-dimensional figures which move on the screen without strings or hands. Intricate dolls are used, averaging eight to 10 inches tall, with sets scaled to proportion

## LONDON OBSERVATIONS— (Continued)

appointing that no American stars attended. It was strongly felt that certain publicists had not done their utmost to get their artists along. The Miss Variety Club beauty contest, which some (enviously?) dub "Jock's annual treat" since I run it, saw 55 goose-pimpled lovelies line up on the coldest morning this summer in an effort to make the final. This was won by curvacious "Miss Cinerama," alias Joan Lofthouse, who was crowned by Stanley Baker. . . . Congratulations to Tony Gruner on being appointed director of the Commonwealth Film Festival. . . . Those still pigheaded enough to lobby for a third weekly release outlet should study carefully some current programs which are making certain exhibitors enquire about the availability of prints of the recognised standbys, "Tom Jones," the James Bond and "Carry On" series. Not even cold evenings got the public into "Dear Heart," "I've Gotta Horse," or "Good Neighbor Sam." . . . Straight into the waste paper basket went that brochure in lieu of tickets for a recent premiere.

## Odell Joins Buena Vista

NEW YORK—Buena Vista International, Walt Disney's foreign distribution arm, has appointed Albert M. Odell as assistant supervisor in the Far East. Odell, a veteran film distribution executive with 25 years experience in the Far East, will be assistant to Alex Caplan, and will be based in Singapore.

## Nasatir Heads MGM Records

NEW YORK — Mort L. Nasatir, former vice-president and director of the merchandising services division of West, Weir & Bartel, has been named president of MGM Records.

## Levine Buys "Merchants"

NEW YORK—Joseph E. Levine, continuing an association that began with "The Carpetbaggers," has acquired the motion picture rights to Harold Robbins' "The Dream Merchants," one of the best-selling author's earlier novels about Hollywood.

"The Dream Merchants" represents the fifth film that Levine will bring or has brought to the screen based on a Robbins' work: "The Carpetbaggers," "Where Love Has Gone," "Nevada Smith," and "The Adventurers," Robbins' as-yet-unpublished novel which Levine acquired in an unprecedented pre-writing deal.



## BOSTON

Ben Sack suspended films at the Music Hall, which is rented to ballet and opera and other cultural attractions in between films because of its size and fine acoustics, for eight performances of the Royal Ballet, which was a virtual sell-out before opening on May 25 for eight performances for a \$200,000 capacity gross. Sack ended a run of "The Train" for the Royal Ballet, with Rudolph Nureyev and Margot Fonteyne, and brought in "Magnificent Men" following the stage presentation. More than \$100,000 came in to the Music Hall from mail orders for the ballet before the windows opened for the sale of tickets on May 18. When seats went on public sale, at least 70 per cent of the 4,400-seats were disposed of. Demand for seats was almost twice that for the Bolshoi Ballet, also at the Music Hall. It marked the first time that any ballet company had done this kind of business in Boston's history. For the operator of the Music Hall, rentals to ballets, opera, etc., has become a pleasing arrangement. Sack merely suspends films and picks them up again after the run of whatever attraction is booked on stage. He has booked in the Moiseyev Dance Company for five performances June 10-13; the touring junior Metropolitan Opera Company; and the Bolshoi Ballet.

## BUFFALO

Four concerns are interested in permits to use city streets for television signal distribution systems in Olean, N. Y., after Dec. 13. Mayor Edward R. Husted said the other evening, after the Olean Common Council set a public hearing for June 8, that the inquiries included one from Olean Television Cable Co., whose operating rights expire on that date. The hearing is to guide the Council whether to grant "one or more permits" for television cable systems. The mayor said an inquiry was received from representatives of radio station WHDL, one of two standard band outlets in Olean, and others from an additional Olean-based corporation and a new concern apparently affiliated with the present operation. The city has been involved in litigation with the present operating company, which feeds tv signals to about 4,000 subscribers in Olean and Allegany from a master antenna on a hill overlooking that village. The present service, for \$5.50 a month, includes three Buffalo channels, the Hamilton, Ont., Canada station and a New York city channel, whose signal reaches Olean via a microwave relay. The original permit, effective Dec. 13, 1955, was granted to Clearfield Television Service, Inc., a Pennsylvania corporation and predecessor of the present operator. . . . Loew's Theatres' top brass invaded Rochester to check on the progress being made at Loew's Pittsford, which now is scheduled to open July 15 with "The Train." Visiting executives included Art Tolchin, Ernest Emerling, Bernie Diamond, William J. Trambukis, and Don Baker. Rein Rabakuk, named managing director of the new theatre, also accompanied the group on its inspection tour of the Pittsford. Joseph Schuler, who created the interior of the house, has so impressed the company that he has been commissioned to repeat his assignment in all Loew's theatres being constructed across the country. Schuler, who did his first theatre design for the Jo-Mor Enterprises, Inc., Stoneridge, also is responsible for the new Towne, which has just opened on Jefferson road, and has been commissioned to do the interior for the new Panorama, Penfield, also a link in the Jo-Mor chain. Rabakuk has



This reproduction of a giant record was used on Allied Artists' "Tickle Me," Elvis Presley starrer, in the outer lobby of the theatre at the recent Atlanta, Ga., premiere of the film.

been associated with Loew's theatres since 1952, and has been manager of the circuit's Mid-City, St. Louis. He has been manager of Loew houses in Boston, Columbus, Atlanta, and New York City. He and Mrs. Rabakuk, who formerly was associated with the St. Louis Municipal Opera, will reside in Pittsford. . . . Frank L. Smith, major factotum of the Eastman theatre, Rochester, is going to retire June 30. Smith has managed the box office and the theatre since the late George Eastman chose him over 42 other applicants for the job. He is leaving the post after 43 years. . . . There was a large delegation of Buffalo industryites from both exhibition and distribution in Rochester for the gala opening of the beautiful new Towne. Daniel Fox is the manager of the theatre, a Jo-Mor Enterprises, Inc., house. Jo-Mor is headed by John R. Martina and Morris P. Slotnick. Fox goes to the Towne from the Stoneridge, where Frank Lindcamp now is manager. William Laney, formerly associated with exhibition in Buffalo, now is general manager of Jo-Mor. . . . Universal's Bob Ungerfeld was in Rochester to aid Jay Golden, RKO division manager, and William Laney, Jo-Mor Enterprises, in the launching of the Kodak Town campaign on "Mirage," slated for an early showing at the RKO Palace and Jo-Mor's North Park Drive-In. . . . Elliott Press, operator, Coronet, Rochester, has announced a new policy of "all foreign films" for the west side theatre.

## CHARLOTTE

Theatre managers and executives of the Wilby Kinney Service Corporation from the Carolinas, Virginia, Georgia, Alabama, and Tennessee met at Charlotte, and H. F. Kinney, president of the group, was honored at a dinner on his birthday and his 50th year in show business. Some 120 persons attended the two-day business session. Speakers included Leonard Goldenson, New York, president, American Broadcasting Company, which owns many of the theatres Kilby-Kinney operates; Everett Erlick, his executive assistant; Sam Clark, vice-president for theatre operations for ABC; and Bernard Levy, assistant to Clark for theatre operations.

## CHICAGO

B and K's advertising for Memorial Day week-end was carried in patriotic colors. . . . Chicago's Motion Picture Appeal Board by corporation counsel's office filed suit in the Circuit Court here against the Plaza Art Theatre to block showing of two allegedly obscene films, "White Slaves Of Chinatown" and "Olga's Girls." . . . Wally Heim, United Artists exchange, hosted a trade press showing of "Masquerade" at the Esquire. . . . Warner

film exchange is moving to 550 West Jackson Boulevard, where MGM, Paramount and 30th Century-Fox are located. . . . Sam Feller, supervisor of Warner exchanges, was in at the local branch. . . . Richard A. Smith, president, General Cinema Corporation, announced the company's intention to build three new theatres in Chicagoland. The locations have been set in the Ford City Shopping Center, Cermak Plaza, and Elmhurst Shopping Center. . . . Madeline Tourtelot, of Evanston, Ill., film producer and reviewer of film festivals in Review and Film News, recently returned from a trip to the Oberhausen, Germany, festival. . . . Harry Balaban H. and E. Balaban Circuit, returned from a trip to Puerto Rico. . . . Aaron Schlesman, Stanley Warner Circuit, is being transferred to New York offices from the western division offices in Milwaukee. . . . John Kalos was named supervising manager of the Rockne, Roseland and other Ellisburg Theatres in the Chicago territory. . . . Recent visitors were stars Vincent Price, Joan Crawford and Diane Baker. . . . A three week Humphrey Bogart Film Festival concluded at the Carnegie. . . . "Goldstein," an independent film made by two localites, Phil Kaufman and Ben Manaster, had its premiere at the Carnegie. . . . The reserved seat showing of 20th Century-Fox's "Those Magnificent Men in Their Flying Machines" will premiere at the Cinestage on June 22.

## CINCINNATI

Film Row and area exhibitors extend their condolence to Phil Chakeres, president of Chakeres Theatres, Springfield, O., upon the death of his wife, and to the family of Eleanor Inkrot, Warners office staff, who died after a long illness. . . . TOC is booking and buying for new 600-car Torch Drive-In, Chillicothe, O., for owner Ed Payne, and for the Rialto, Dayton, O., operated by A. F. Haggard. . . . Philip Borack, Tri-States Services; Bob Rehme, Cincinnati Theatres; Don Womack, UA sales manager; Larry Dinerman, Dinerman and Co. advertising agency, and their wives spent the Memorial Day weekend at French Lick, Ind. . . . Purchasers of tickets 60,000 and 60,001 for "How to Murder Your Wife" at the Times, were surprised no end when presented with a bottle of champagne by manager Ed Risenbeck. The lucky ticket holders were also entertained at a dinner in the Gourmet Room, Hotel Terrace Plaza, and were guests on a tour of the swank downtown night clubs.

## COLUMBUS, O.

Beacon Enterprises, Inc., will take over operation of RKO Grand July 1 with the opening of the United Artists' Cinerama spectacle, "The Hallelujah Trail." Robert Gates will be retained as manager of the Grand. Daily matinees are scheduled on a reserved-seat basis, with 16 performances weekly. Sheldon Smerling is president of Beacon Enterprises, which operates theatres in Chicago, Montreal, Detroit, San Francisco, New Orleans, Denver, and Cincinnati. . . . Board of directors' meeting of the Independent Theatre Owners of Ohio will be held Tuesday, June 22, at 12 noon at the Sheraton-Plaza, formerly Columbus Plaza. Meeting of the ITOO membership committee will be held at 11 a.m., preceding the directors' meeting.

## DALLAS

Morris Lefko, vice-president and general sales manager of Metro-Goldwyn-Mayer, and Louis Formato, assistant sales manager, were visitors in Dallas holding conferences with



Fred G. Hull, Jr., southwestern division sales manager, his local staff, and exhibitors from the area as part of a series of six similar meetings being held in various sections of the country. . . . "Clarence, the Cross-Eyed Lion" will have a multiple opening on May 27 at 16 area theatres as a first run attraction. . . . Joseph E. Levine, producer, is scheduled to arrive here on June 20 with a final print of his Embassy-Paramount version of "Harlow." An invitational screening will be held on June 21 at the Palace at 9:30 a.m., with local and area exhibitors in attendance and special guests. Levine will host a luncheon on June 21 for exhibitors and other area theatre men to discuss the exploitation campaign for the picture. Joe Friedman, representing Paramount, will be with Levine on his local visit. . . . A multiple first run was arranged for "Girl Happy" at 18 local and area theatres. . . . James Stewart and a troupe of seven actors from "Shenandoah" made two stage appearances at the Majestic. They came here from the world premiere for the film in Houston. Following the final show in Dallas, they visited Fort Worth for an appearance at the Worth. The group includes Doug McLure, Rosemary Forsyth, Patrick Wayne, Glenn Corbett, Phillip Alford, Katharine Ross, and Andrew V. McLaglen, the director. . . . Bob O'Donnell, president of Eagle-American Films, returned from a business trip to some of the nation's major markets on behalf of "Indian Paint." . . . The Dallas Times Herald is the local newspaper conducting the six part photo identification quiz, "Name the James Stewart Movies Contest" in conjunction with the Texas-wide premiere showing of "Shenandoah." . . . The southwestern premiere showing of "Operation Crossbow," one of Metro-Goldwyn-Mayer's top summer film releases will be held at the Delman on June 16. . . . The Majestic has adopted an ingenious promotion scheme to attract interest to an upcoming motion picture. Readers are being asked to decipher a code which is appearing in ads. The numbers are 7-4-3-6-2-6-3-6-2-4. Persons solving the code will receive free guest tickets to see the coming attraction.

## DENVER

Robert Sweeten's daughter, Cheryl, who was one of the top 10 leading contenders for the Miss America crown in 1963, will be married July 6 to Michael D. Smith, a first classman graduating June 9 at the United States Air Force Academy near Colorado Springs. Sweeten is resident manager of the International 70 theatre in Denver. . . . General manager Bill Bartolero, Black Hills Amusement Co., Rapid City, S.D., has been supervising world premiere activities for "Deadwood 76," a Fairway International attraction which will premiere in Rapid City at the Elk's. Stars of the film appeared on local tv and radio and did press interviews. They also traveled to Chadron, Neb., Newcastle, Wyo., Lead and Hot Springs, S.D., for personal appearances and publicity interviews. . . . Installation of new Strong Futura lamps and Kneisley rectifiers has been completed in the Weber Motor Vu Drive-In, Ogden, Utah, by National Theatre Supply Co. They also installed new Simplex XL mechanisms at the Grand Vu Drive-In, Twin Falls, Idaho. . . . The Lusk Drive-In, Lusk, Wyo., will take all of M. E. Meir's working time this summer as he has closed his bowling lanes for the season. . . . The son of Mr. and Mrs. Woody Hipscher, Post Theatre, Igloo, S.D., was finalist in four events at the state track meet in Waterton, S.D. Young Woodrow, Jr., will enter the University of Wyoming this fall. . . . General manager Jack



A group of University of North Carolina co-eds form a living circle around portrait of Richard Chamberlain, co-star of MGM's "Joy In The Morning," during a week of promotional activities in Chapel Hill, N. C., in connection with the premiere of the film at the Carolina in the college town.

Flemming, Atlas Theatres here, says the Pony Express of olden days would make better time than some of his mail does. His Gunnison, Colo., manager sent in his report and it reached Denver, believe it or not, via Hong Kong.

## HOUSTON

Dorothy Sonney, head of Sonney Pictures, with headquarters in Dallas, was in calling on local exhibitors. . . . Debs Hoyle, Jefferson Amusement Co. booker and buyer, was in for the opening of the new Sharpstown. . . . The new movie, "Genghis Khan," is scheduled for a premiere showing here on June 18. James Mason, Omar Sharif, and Stephan Boyd, stars of the film, may be here for the occasion. . . . Nan Grey, wife of singer Frankie Laine, returned on a combination business and pleasure trip to her former home town. Miss Grey appeared in such Warner Bros. hits as "Three Smart Girls" and "Three Smart Girls Grow Up," among others. . . . The Houston Post is the local newspaper participating in the six part photo identification quiz contest being held in conjunction with the world premiere showing of "Shenandoah." Two stage appearances were made by the stars of "Shenandoah" headed by James Stewart. Homer McCallon, manager, Loew's State, is planning a pussycat-with-the sexiest-meow contest for the movie, "What's New Pussycat," which has been booked for showing on July 25. . . . Roger Smith, who has appeared in motion pictures, is at the International Club's Continental Room. . . . Interstate Theatres is offering puzzle fans a sequence of numbers contest in its ads. If the person knows what the numbers mean, a card sent to the Majestic will in turn mean free passes to a coming attraction. . . . The Jefferson Amusement Co. has opened the new Sharpstown in the Sharpstown Shopping Center. The new 1,200 seat theatre is equipped to show everything from Cinerama to a new color closed circuit television system still in development. Julius M. Gordon is president and director of Jefferson Amusement Co. and president of Greater Houston Theatres, operators of the Sharpstown. Charles Payne is director of theatre operations for the Jefferson Amusement Co., and East Texas Theatres, Inc., operators here of the King Center D-I, and managing director of the Windsor Cinerama here. Foy Myrick is manager of the Sharpstown and has been with the circuit since 1953. . . . Patrons of the new Sharpstown, billed as America's finest, will have added incentive to visit the theatre during its 14 day grand opening period. The theatre is offering daily door prizes of

\$100 in cash through June 9. As a bonus to the daily winner, the theatre is offering an additional \$50 spending spree in any Sharpstown Center store. To qualify for the bonus, the winners have only to show they have an account at any Sharpstown Center establishment. Door prizes will be given daily. Up to \$2,100 will be given by the theatre during the grand opening period. Registrants are not required to buy tickets, and they do not have to be present to win.

## JACKSONVILLE

One hundred years of marriage have been chalked up by Orrell W. Prevatt and William Klovekorn, both of whom are doormen at the downtown Imperial. They and their wives celebrated 50th wedding anniversaries during May. Mr. and Mrs. Klovekorn observed the event at home with their daughter, Mrs. Al Hildreth, wife of the manager of the downtown Empress, and their three grandchildren. Mr. and Mrs. Prevatt were honored by their children, grandchildren, and great-grandchildren at a reception in the Arlington Baptist Church. Both Klovekorn and Prevatt were presented with gold clocks at a joint surprise party given for them by the Imperial staff members. . . . Al Ellowitz, Universal exploiteer from the New York home office, came in for advance promotions on "I Saw What You Did." This William Castle production has been adopted as a project picture by Florida State Theatres for a series of special promotions. . . . The Capitol, St. Petersburg, formerly operated by Manuel Oliver, has been taken over by Hyla Carr, who has renamed it the Family. . . . Samuel B. Jones has taken over the management of the former Lake Shore, suburban Lake Shore, from Maurice Magnan, who operated it on weekend dates as a conventional double-feature house. Now called the Lakeshore Art, the theatre has a completely new policy of catering to adults only. . . . Stewart Windner, formerly of Cleveland, has taken over the management of the Arrow Drive-In, Hollywood, Fla., for Seminole Theatres, Inc. It was formerly operated by John Gardiner. . . . Arlene Cookston, secretary to Max Stepkin at the MGM office, has begun a maternity leave of absence. . . . Roy Bang shuttered his State, Eustis, for the summer months. . . . John Tomlinson, former local Warner Bros. manager who now heads the Tomlinson Co. in the Florida Theatre Bldg., is doing the buying and booking for 11 independent theatre owners. . . . Bill Baskin, who resigned his booking post with Florida State Theatres, was honored at a cake-and-coffee going-away party by his office associates.

## MEMPHIS

Park Theatre, a suburban house, is to have a summer schedule of major first-run movies, starting with "Circus World" on June 3; followed by "Cat Ballou" on June 24; "The Monkey's Uncle" on July 15; and "That Funny Feeling" on Aug. 19. "Now that these first runs are available, we wish to give our patrons the opportunity of seeing them," states J. E. Geagan, manager. "We anticipate excellent houses." . . . Princess, Lexington, Tenn., has reopened for the season. . . . Frank Patterson reopened City, Junction City, Ark. . . . Poinsett Drive-In, Marked Tree, Ark., has reopened for the summer. . . . The local film industry turned out at the Variety Club for a testimonial dinner for Louis Ingram and Norman Colquhoun, who for more than 20 years have been managers of Memphis branch exchanges. Colquhoun retires from Columbia, and Ingram is retiring from MGM.



Together, the veterans have put in 83 years in the movie business. . . . Mrs. Peggy Hogan, after an extended leave of absence, has returned to United Artists. Mary Catherine Baker, also United Artists, reports her mother, Mrs. Ella Newcomb, is improving after a stay in Baptist Hospital. . . . WMPS, local radio station, each day has a "Be Nice" promotion. May 20 was "Be Nice to Dollie Spalding Day," and this event was thoroughly enjoyed by Mrs. Spalding, who is a local representative for Motion Picture Exhibitor. . . . Frank Owen, who went to work for the Memphis Colmubia branch in September, 1951, as booker, shortly thereafter becoming office manager, is now branch manager. He succeeds Norman Colquhoun, who retired. . . . James Ronsick, who spent 21 years with MGM, and whose most recent assignment has been as assistant branch manager of the Dallas exchange, is now manager of the Memphis exchange. He succeeds Louis Ingram, retired. Ronsick was at the Memphis exchange for nine years prior to going to Dallas. . . . Mr. and Mrs. Robert Lee Bostick attended the Variety Clubs International convention in San Francisco. Bostick, National Theatre Supply in Memphis, is ambassador at large of Variety International. . . . The Frayser Star, Memphis suburban newspaper, used a picture of Ken Goderre, manager, Plaza, the yellow Rolls of "The Yellow Rolls Royce"; the famous automobile's chauffeur, Robert Lawrence; and girls from WHER, the local "all girl station," to promote the picture to open at the Plaza on June 24. Local radio, television, and newspaper personnel attended a sneak preview at the Plaza while the yellow Rolls was in Memphis. . . . Princess, Lexington, Ky., recently closed for repairs, is in full operation. . . . Miss Mitell Nasser has the Shelby, Shelby, Miss., in operation. . . . Gulf States Theatres, McComb, Miss., reports 7 Drive-In, El Dorado, Ark., in full swing for the summer season.

## NEW HAVEN-HARTFORD

Jack Sanson, retired metropolitan Hartford district manager for Stanley Warner Theatres, has joined sales promotion staff of fuel oil division of Moriarty Bros., Manchester, Conn., automotive-fuel oil firm. Sanson left exhibition several months ago after a 60-year career. . . . The Quinebaug Drive-In has new policy in effect of screening its main feature first on Sundays. The attraction is shown last Fridays and Saturdays. . . . Hartford's Redevelopment Agency has approved preliminary plans to expand the Trumbull st. project westward to provide a site for a civic center. The block includes the E.M. Loew's and AB-PT's Theatres. Plans must now be approved by the City Council and sent to federal officials for review. . . . Milton Daly, assistant manager, S W Strand, Hartford, married Miss Anne Beebe, of Hartford. . . . Peter G. Perakos, Jr., office manager, Perakos Theatre Associates, New Britain, Conn., circuit, has renewed an arrangement with Somers Ford, New Britain dealership, for season's end award of a Ford Mustang to a lucky patron, to be provided by Somers in exchange for season-long promotion. The Perakos Plainville Drive-In is admitting drivers of Fords as guests of management on Tuesdays, now designated as Plainville Drive-In Ford Night. . . . A sizable Connecticut film row delegation planned to attend the Variety Club of New England testimonial dinner honoring TOA president Sumner Redstone at the Boston Statler Hilton June 1. Arthur H. Lockwood, president of Lockwood and Gordon Enterprises, operating both hard-tops and drive-ins in Connecticut, was



Margatia Hazelton, modeling student, was a contestant in the recent Jean Harlow look-alike contest held by Max Chasens, New Capitol, Atlantic City, N. J., in connection with his showing of Electronovision's "Harlow."

dinner chairman. . . . The Bailey Whitney, New Haven, ran a benefit screening consisting of MGM's "The Unsinkable Molly Brown" and 20th-Fox's "Fate Is the Hunter" for the St. Francis Fund. . . . The first-run Palace, Bridgeport, has arranged free patron parking. . . . Universal's Connecticut office has been moved by field representative George Somma from Stanley Warner Roger Sherman Theatre Building, New Haven, to 24 Linde st., West Haven. . . . The Hebrew Union College of America has cited Abe Rosenthal, Sedalia, Mo., brother of long-time Loew's Poli, New Haven, manager Morris Rosenthal, for his religious work in Missouri. . . . James M. Totman, Stanley Warner Theatres zone manager, has new "Shoppers Matinee" policy in effect on Wednesdays at the first-run Merritt, Bridgeport, charging 50 cents admission. . . . Numerous film industry people planned to attend June 6 testimonial dinner honoring Peter G. Perakos, Sr., president, Perakos Theatres Associates, New Britain circuit, and Connecticut industry pioneer, hosted by Order of AHEPA (Greek-American social-cultural organization) at the Schafft Motor Inn, Westbury. . . . James Darby, Jr., son of the Paramount Theatre manager, has graduated from Connecticut State Police training course and is to be assigned to trooper service. . . . The Connecticut State Legislature has approved a bill relieving a projectionist, who usually has no say in the matter, from criminal liability when a theatre is charged with showing obscene motion pictures. Legislators have also approved a measure imposing a six per cent tax on gross earnings of community antenna television systems.

## NEW ORLEANS

Steve Grimes, art director, Seven Arts Films, was in scouting location shots for "This Property Is Condemned" at Zachary and Slaughter, La., near Baton Rouge. . . . Sylvia Legnon, 20th-Fox staff, and Dominick Culotta, Jr., were married on June 5 and are on a Colorado honeymoon. . . . Betty Morton, United Theatres home office, was the fourth place winner in the International Kentucky Club Derby Contest. . . . Joy Houck, Jr., son of theatre magnate Joy Houck, Sr., is majoring in dramatics and speech at Mississippi Southern in Hattiesburg. . . . Paramount Gulf Theatres opened a screening room on the

second floor of the LaSalle Hotel. Mrs. Ruth Bohne, secretary to J. T. Howell, Paramount Gulf's film buyer, is in charge of arranging bookings for screenings. . . . Gulf States Theatres head T. G. Solomon and family visited the New York World's Fair while on a motor tour of the east coast. . . . The Lake, Mandeville, La., resumed operation after an interruption of several months. Preston Prieto is back at the helm. . . . Frank Patterson reopened the long closed DeSota, Mansfield, La. . . . Profit from the WOMPI's recent rummage sale was \$261.40. . . . The local WOMPI will hold their installation dinner June 19 at the Andrew Jackson Restaurant in the French Quarter. . . . The WOMPI held its board meeting at the Variety Club, and furnished their regular monthly entertainment with refreshments and prizes for the senior ladies of St. Anna's Home.

## PHILADELPHIA

All three downtown Wilmington, Delaware, first-runs were day and dating with suburban drive-ins on a recent weekend. United Artists' "The Train" was at the SW Warner and Budco's Pleasant Hill Drive-In; Paramount's "Armorous Adventure Of Moll Flanders" at Loew's Aldine and Budco's Price's Corner Drive-In; and 20th-Fox's "High Wind In Jamaica" at Harry M. Brubaker's Rialto and the Ellis Drive-In. . . . Max Chasens announces a 32 feet x 17 feet stage has been built at the New Capitol, Atlantic City, N. J., for occasional live performances such as the recent children's benefit for the 1965 March of Dimes; and "Shindig," a talent show sponsored by Omega's. A new brick front and a new cash box of modern design have also been built this year. . . . Robert E. Anderberg, an exhibit-display builder, designer and letterer at Richart Studios for 20 years, died at Osteopathic Hospital. He was 51 and is survived by his wife, a daughter and a sister. . . . Mitchell Pantzer, former head of Independent Poster Exchange, advises that in his various suits against the major distributors and National Screen Service that he lost only one time. The other time resulted in an involved settlement. This will correct a previous statement in MOTION PICTURE EXHIBITOR in connection with the new suit he has entered against the same parties. . . . Condolences are extended to Ben Blumberg, Blumberg Brothers theatre supply company, upon the death of his wife, Sadie, who died in Hahnemann Hospital. She was a member of the Variety Club Ladies Auxiliary; and besides her husband is survived by a son, a daughter, a sister, and six grandchildren. . . . That's the 50th anniversary in the business for Benny Harris, American Film.

## SAN ANTONIO

Tom Powers, city mnager, Cinema Arts Theatres, has become a collector of old movie magazines. Powers has acquired more than a dozen old magazines from the 1930s, all of which contain feature stories about Jean Harlow. The Electronovision version of "Harlow" has completed a two week run at the circuit's Woodlawn. . . . Interstate Theatres are plugging their Movie Discount Cards in heavy advertising in newspapers and with spot announcements on radio. The Movie Discount Cards are available to junior citizens, 12 through 17 years, and to senior citizens, 60 years young or more, at \$1 for a new card or renewal. In either age group, it is possible to save up to 50 per cent on movie admission at Interstate Theatres anywhere in the state. . . . Lee Lynch, manager, Towne Twin D-I, has scheduled a dusk to dawn horror show. . . . Tommy Long, manager, Trail D-I, has sched-



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uled a dusk 'til dawn school's out show. . . . With school out, a number of suburban theatres are instituting matinee showings as well as bringing in a number of films especially for the youngsters and teen-agers. Alvin Krueger is among those who have booked films for the young set, opening with "Clarence, the Cross-eyed Lion" . . . Gene Robinson, manager, Rigsby D-I, had a show sponsored by the San Antonio Drag Raceway. . . . The stars of "Shenandoah" were here from Dallas. They were met by San Antonio Mayor Walter W. McAllister and other local dignitaries as well as the Chamber of Commerce Red Carpet Committee and large crowd of fans. Besides two stage shows at the Majestic, they held press conferences and radio interviews at the Menger Hotel headquarters. In conjunction with the Texas-wide premiere, the San Antonio Express and News had a photo identification contest with the winner receiving an expense paid, one week vacation trip for the entire immediate family to Guadalajara, Mexico.

Robert Tollen is the new assistant manager at Interstate's Broadway. . . . San Antonio's oldest theatre supply and equipment company is the Independent Theatre Supply, with R. A. Barron, owner and manager. His father bought out the Independent Film Exchange that he had managed since 1917. He combined it with the San Antonio Theatre Supply Co., which he bought out in the early

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## Richardson, Tex., Goes Slow On Classification

RICHARDSON, TEX.—The Richardson City Council labeled "premature" any action on a proposed ordinance to keep local youth from seeing "adult movies." Mayor Herb Ryan said the council should await the outcome of a similar ordinance approved recently by the Dallas City Council.

Council members will study copies of the Dallas ordinance and confer with the Texas League of Municipalities.

20's. This company was established in 1906. The consolidation was operated as the Independent Film Exchange until May of 1953, when Barron purchased his father's holdings and changed the name to Independent Theatre Supply. . . . Free pictures of the Beatles were given away to patrons of the Capitan D-I where "A Hard Days Night" is being shown as part of four film screen program. . . . KCOR Radio has been presenting the radio serial which has opened as a film feature at the Alameda, "El Derecho de Nacer," with Gloria Marin, Jorge Mistral, and Martha Roth.

## SEATTLE

The old Pantages will soon be no more, as in a few weeks she will crumble under the blows of the wrecker's ball and will be replaced by a self-parking garage. The actual closing of the venerable house was marked by a grand party hosted by Selma and Fred Danz, attended by more than 500 persons who came to pay their last respects. She was built by Alexander Pantages way back in 1915 from a design by B. Marcus Priteca, and has been known by many names over the years—Pantages, Mayfair, Rex, and Palomar. When sold to University Properties recently, she was owned by Sterling Theatres. In the golden days of vaudeville, stars playing the Pantages included Sophie Tucker, Al Jolson, Tom Mix, Jackie Coogan, Fanny Brice, Louis Satchmo Armstrong, Nat "King" Cole, Sally Rand, Gypsy Rose Lee, and many, many more. At the farewell party, the Cooper Sisters and Charlie Aaron Singers performed. Jackie Souders led his orchestra, and downstairs in the dressing rooms there was an inscription on the blackboard: "God Bless This House and All Who Played Here." . . . Harry Wood, 20th-Fox auditor, and his wife returned to Los Angeles after several weeks at the Seattle branch. . . . 20th-Fox held a special trade screening of the CinemaScope-De Luxe Color production, "A High Wind in Jamaica," in the Coliseum. . . . Carol Sycks is a new steno at Paramount. . . . Philip Rohrer is a new employee in the booking department at Paramount.

## WASHINGTON

A gala premiere, Hollywood style, including lights and the traditional ribbon cutting ceremonies, ushered in the opening of the Andrews Manor Theatre, located at Andrews Manor Shopping Center, Camp Springs, Md. The Andrews Manor numbers 60 for John Broumas, who only six years ago bought his first theatre in Rockville, Md. Broumas Theatres locally own eight houses called Showcase Theatres, with the remainder of the circuit stretched out throughout the country. Andrews Manor boasts an ultra wide screen with high fidelity, stereo sound, comfortable seats,

## "Rolls" MGM Records

A vital part of Metro-Goldwyn-Mayer's extensive promotion campaign for "The Yellow Rolls Royce" will be an all-out drive by MGM Records to make its album of the film's music one of the top money-makers of the year.

An extensive coordinated promotion campaign for both the film and the record will involve special screenings of the picture in key cities for key dealers, disc jockeys, rack jobbers, distributors, distributor salesmen and reviewers. Also, MGM Records will supply special window displays featuring an 18x26-inch centerpiece consisting of a three-dimensional cut-out of the yellow Rolls-Royce. In addition, the record company has distributed a special movie playdate service to dealers, distributors and salesmen, alerting them to release the picture in the various cities throughout the countr.

A highlight of the campaign will be a concentration of extra radio plays arranged through syndicated disc jockey programs as well as with local radio shows. Special feature reviews of the album by both syndicated and local record reviewers have also been arranged. Finally, trade, consumer and co-op advertising for the record is being tied-in with the playdates of the picture.

## Dell Comic Book On "Elder"

In a major promotion reaching millions of children and teenagers throughout the U.S. and Canada, Paramount Pictures has set a large-scale comic book tie-in with Dell Publishing Company on Hal Wallis' "The Sons of Katie Elder."

The full-color cover of the Dell comic book is an actual scene from the Panavision-Technicolor western, and the book tells the full story of the film in colorful drawings.

and acres of free parking. Its policy is to play only the best motion pictures for family entertainment with specially selected childrens shows every Saturday and matinees every day. Jim Lipsner is advertising director for Broumas Theatres. Eddie Rosenfeld, general manager for Broumas Theatres, announced that Edward Camp, former manager with Stanley Warner, will transfer from the Showcase Beltway to manage the new Andrews Manor. . . . In conjunction with the special area engagement of Capital's "The Trojan Horse," producer Ira Sichelman made arrangements for an unusual exhibit of a "Trojan Horse" replica. During the run of the picture, the trailer drawn horse, complete with soldiers, was on exhibit at various area shopping centers. . . . Bill Fischer, Paramount booker, is now a grandpa. His daughter, Mrs. Frances Norwitz, presented Bill with his first grandson. . . . Sam A. Galanty, mideastern and southern division sales manager for Columbia, left for Jacksonville to meet with independent and circuit heads of theatres regarding forthcoming product. . . . John G. Broumas, chief barker, Variety Club Tent 11, made a special appeal to all members to attend a general membership meeting. The meeting dealt with a detailed report on finances, welfare activities, and programs of projects to be undertaken in the future. . . . A small avalanche of movie actors and actresses converged on Washington. In town were Kim Novak, Cliff Robertson, and Diane Baker. Miss Novak has the title role in "The Amorous Adventures of Moll Flanders," while Robertson co-stars with Jack Hawkins in "Masquerade," and Diane Baker co-stars with Gregory Peck in "Mirage."



# REVIEWS

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Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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SECTION TWO

Vol. 73 No. 20

JUNE 9, 1965

## EMBASSY

### Seaside Swingers

COMEDY WITH MUSIC  
94M.

Embassy  
(Technicolor)  
(CinemaScope)  
(English-made)

**ESTIMATE:** Amusing programmer aimed at teens.

**CAST:** John Leyton, Mike Sarne, Freddie and the Dreamers, Ron Moody, Liz Frozier, Grazina Frame, Susan Baker, Jennifer Baker, The Mojos, Nicholas Parsons, The Leroys. Directed by James Hill; produced by Maurice J. Wilson and Ronald J. Kahn.

**STORY:** With the advent of summer in Britain, a number of youngsters arrange to get jobs at a popular seaside resort. Among them are John Leyton, would-be singer; Mike Sarne, wealthy, egotistical gay blade and singer; Grazina Frame, operatic student who really yearns to sing popular; and the Baker twins. Resort secretary Liz Fraser briefs the youngsters on their duties and also informs them that there will be a televised talent contest. Freddie and the Dreamers comprise the kitchen staff, and the place really jumps. Among the adult guests is Frame's aunt, who hunts her runaway niece accompanied by her voice teacher, Ron Moody, who is in league with the girl. John Leyton falls for Frame, and the others also find romantic attachments. All are hopeful to score on the talent show. Freddie and the Dreamers keep Frame's aunt out of action so she can perform on the show. The youngsters are a big hit, with even Frame's aunt a convert.

**X-RAY:** This import in color should make a pleasant addition to the program, with something special for teenagers, what with a number of popular singers and groups. The story is a slight frame on which to peg the musical numbers and comedy bits; the performances are adequate; and the direction and production are average. It's lightweight amusement. The screenplay is by Anthony Marriot, Jeri Matos, and James Hill, based on a story by Marriot.

**AD LINES:** "Nothing But Fun And Music And Entertainment To Be Found Here"; "Freddie And The Dreamers Have A Swingin' Time At A Seaside Resort, As Will Audiences From Eight To Eighty."

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## 20th-FOX

### Those Magnificent Men In Their Flying Machines

or: How I flew from London to Paris in 25 hours and 11 minutes

(Todd-AO) COMEDY  
(Color by DeLuxe) 133M.

**ESTIMATE:** Funny, colorful spectacle looks like solid popular entertainment.

**CAST:** Stuart Whitman, Sarah Miles, James Fox, Alberto Sordi, Robert Morley, Gert Frobe, Jean-Pierre Cassel, Eric Sykes, Terry-Thomas, Irina Demick, Benny Hill, Yujiro Ishihara, Flora Robson, Karl Michael Voglar, Sam Wanamaker, Red Skelton, Eric Barker, Fred Emney, Gordon Jackson, Davy Kaye, John Le Mesurier, Jeremy Lloyd. Produced by Stan Margulies; associate producer, Jack Davies; directed by Ken Annakin; narration by James Robertson-Justice.

**STORY:** In 1910 in England, as a means of encouraging flying in England and increasing the circulation of his newspaper, publisher Robert Morley accepts the suggestion of aviator James Fox, who is in love with his daughter, Sarah Miles, for an international plane race between London and Paris with a large amount of money as a prize. The event attracts aviators and planes from as far away as Japan. One of the entries is Englishman Terry-Thomas, who plans on winning by hook or crook with the aid of brow-beaten valet Eric Sykes. American Stuart Whitman arrives with mechanic Sam Wanamaker. Whitman is drawn to Miles, and she is attracted by him. Before the race, a number of planes prove their inability to fly. Frenchman Jean-Pierre Cassel plays a practical joke on German officer Gert Frobe, and an unusual duel is the result, with neither hurt much. Miles, meanwhile, persuades Whitman to take her for a ride in his plane, which results in him almost being barred from the contest by Morley. Thomas' efforts eliminate the Japanese entry. Frobe's pilot becomes ill, necessitating Frobe taking over the controls even though he has never flown before. Whitman's wheel falls off, but he is able to land, repair the damage, and continue in the race. Some of the planes are forced down in the channel, including Frobe. Thomas has stolen a march on the others by having his plane ferried across during the night. He takes off from the French beach, only to get stuck on top of a French train. His plane is wrecked as it can't make it through a tunnel. Three planes near the finish line, Whitman, Fox, and Italy's Alberto Sordi. The latter's plane catches fire near the finish line, but Whitman flies over so Sordi can grab his plane, and he lands safely second to Fox. When the latter learns what happens, he offers to split the prize money with Whitman. Miles also goes to Whitman, a winner on many counts.

**X-RAY:** Flying machines that fly and those that can't are important members of this cast,

garnering much laughter over their comic routines and many thrills over their escapades both on ground and in the air. They are aided and abetted by a cast of competent actors and comic comedians from a variety of places; by fine direction and competent production; by colorful settings; by action, intrigue, and a bit of romance. The end result is a highly entertaining film that will garner much in the way of money and attention, especially after the promotion and publicity campaign is in the works. The latter will create the kind of excitement that establishes a want-to-see situation. Incidentally, a word of praise is in order for the creation of yesteryear in costume, design, settings, planes, etc., which adds to the effectiveness of the entry, as does the color. The screenplay is by Jack Davies and Ken Annakin.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "The Fun Film Men, Women, Children, and Everyone Else Won't Want To Miss"; "Grab Your Best Gal And Climb Aboard The Flying Machine Built For Fun And Thrills and Romance."

### Up From The Beach

20th-Fox  
(CinemaScope)

DRAMA  
99M.

**ESTIMATE:** Fairly interesting tale of people in war.

**CAST:** Cliff Robertson, Red Buttons, Irina Demick, Marius Goring, Slim Pickens, Broderick Crawford, James Robertson-Justice, Georges Chamarat, Francoise Rosay, Raymond Bussieres, Fernand Ledoux, Louise Chevalier, Germain Delbat, Paula Dehelly, Gabriel Gobin, Charles Bouilland, Georges Adet, Pierre Moncorbier, Nicole Chollet, Raoul Marco, Charlotte Eizlini, Pierval, Renee Gardes, Paul Maxwell, Ken Wayne, Brian Davies, Robert Hoffman, Michael Munzer. Directed by Robert Parrish.

**STORY:** In Normandy in 1944, just after dawn on the day after the D-Day landing of Allied forces, Sergeant Cliff Robertson leads the remnants of a squad of GI's to a farm house owned by Irina Demick, where three SS troops hold hostage a band of French civilians from a nearby village. They break in with the assistance of the villagers and kill all of the Germans except Major Marius Goring, who had been Commandant of the village for the past three years. American Artillery Colonel Slim Pickens orders Robertson to lead the 23 civilians down to the beach, evacuate them, and turn Goring over to a P. W. compound. Red Buttons, a private, is ordered to guard Goring. The villagers have a strange attitude toward Goring, trying to explain that he was just another man trying to do the best he could and that he helped 15 resistance fighters escape from a church where they had been held prisoners by the SS. During the march, Demick slips away, but Robertson finds her in an abandoned farm house. Arriving at the beach, Robertson is instructed by British Beachmaster James Robertson-Justice to return with them to the town. When this is done, Pickens again insists Robertson obey orders



and take the party back to the beach. Back on the sand dunes once again, Major Broderick Crawford lets them have some water, but insists they return to the village. Goring proposes they go back to the church where they will be safe. Robertson and Goring go on alone, and Goring is killed by a booby-trap. Robertson, passing Demick's farm, sees it has been blown to bits. Pickens' jeep passes Robertson on the road. The town is free, and the villagers can return home. Robertson says goodbye to the welcoming committee and joins an armored column rolling up the road to battle.

**X-RAY:** The day after the Allies land in France, a G. I. sergeant and a private are pressed into secret duty for a group of civilians, who are shuttled back and forth between the invasion beach and a nearby town scheduled for shelling. A different type of German prisoner is added for spice. There isn't much to the yarn, and a number of characters are superficial. Still, there should be average interest in the film. It contains serviceable performances and adequate direction and production, and will probably do okay in most situations as part of the show. This is based on the novel by George Barr, with a screenplay by Stanley Mann and Claude Brule.

**AD LINES:** "Normandy—The Day After D-Day!"; "Victims Of The Ravages Of War!"

## UNITED ARTISTS

### I'll Take Sweden

United Artists  
(Small)  
(Technicolor)

COMEDY  
96M.

**ESTIMATE:** Hope, bikinis, and rock 'n' roll provide summer-weight fun.

**CAST:** Bob Hope, Tuesday Weld, Frankie Avalon, Dina Merrill, Jeremy Slate, Rosemarie Frankland, Walter Sande, John Qualen, Peter Bourne, Fay De Witt, Alice Frost, Roy Roberts, Maudie Prickett, Beverly Hills, Siv Marta Aberg, The Vulcans. Produced by Edward Small; directed by Frederick De Cordova; screenplay by Nat Perrin, Bob Fisher, and Arthur Marx.

**STORY:** Bob Hope, widower and successful oil company executive, is alarmed when daughter Tuesday Weld informs him that she plans to wed beatnik dropout Frankie Avalon, whose life revolves around his motorcycle, trailer, and guitar. Convinced that he is acting in Weld's best interest, Hope tricks her into believing she has been jilted. He accepts a position with his firm in the Swedish office. He and Weld are met by Swedish office executive Jeremy Slate, a real Scandinavian wolf. Hope encourages the romance, meanwhile becoming romantically involved with interior decorator Dina Merrill. Slate convinces Weld that "trial" marriages are the thing in Sweden. They arrange to spend a vacation together. Panic-stricken, Hope sends for Avalon, but Weld is still cool toward the boy. Hope and Merrill go off for a trip together and wind up at the same resort as Avalon and his Swedish date and Slate and Weld. A series of comic misadventures results in Avalon braining Slate with his guitar. It's double wedding bells for Avalon and Weld and Hope and Merrill on a ship returning to the United States.

**X-RAY:** It is a rather subdued Bob Hope to be found here, with most of the noise being made by the rock 'n' rolling kids and the screen constantly filled with well turned-out bikinis. The film could use a lot more of Hope's humor, which sparkles only occasionally. A lot of mileage is obtained from the Swedish free-wheeling attitude toward pre-marital sex. There are as many leers as laughs, and that acts to the disadvantage of the film. The flimsy story is summer-weight, and undemanding fans will probably find the often inane proceedings to their liking. Certainly, there are fine names to sell, but we can't help wishing for a funnier Hope in his next effort. This bears a Legion of

Decency B (Objectionable in part for all) rating. There are several rock 'n' roll songs.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "Surround Bob Hope With A Bevy Of Swedish Beauties And Stand Back For The Fun-Filled Fireworks"; "A Scandinavian Feast Of Fun, Femmes, And Music."

## UNIVERSAL

### McHale's Navy Joins The Air Force

Universal  
(Technicolor)

COMEDY  
90M.

**ESTIMATE:** Cute sequel to initial release and popular television show.

**CAST:** Joe Flynn, Tim Conway, Bob Hastings, Gary Vinson, Billy Sands, Edson Stroll, John Wright, Yoshio Yoda, Gavin McLeod, Tom Tully, Susan Silo, Henry Beckman, Ted Bessell, Jean Hale, Cliff Norton, Willis Bouchey, Jacques Aubuchon. Produced and directed by Edward J. Montagne; associate producer, Si Rose.

**STORY:** While Commander McHale is away, Captain Joe Flynn uses his crew and boat to get to Brisbane for a staff meeting, taking along his aide, Bob Hastings, with the PT boat under the command of Ensign Tim Conway. Flynn restricts them to the ship, and they get involved with the crew of a Russian vessel alongside, during which Lt. Ted Bessell, the son of Army General Tom Tully, is shanghaied aboard the Russian vessel, which heads for Russia. To avoid the military police, Conway is forced to pose as Bessell, with Flynn an unwilling accomplice. They get into all kinds of complications resulting in Conway being promoted several times as an Air Force officer. A final zany involvement sees the Japanese fleet suffer a defeat, and Flynn is sent to Washington to be decorated. Flynn knows that it's just a matter of time before he's mustered out of the Air Force, and he returns to the Naval base in the South Pacific.

**X-RAY:** Many exhibitors found that the first in the series was a profitable item on the programs, and there is no reason to suppose that the same can't happen again with this sequel. It's zany and full of slapstick, which got adequate laugh reaction from a sneak preview audience. The audience created by the popular television show should be a sizeable contributing factor at the box-office with assists coming from okay performances and adequate direction and production. The use of color is an added plus factor. The screenplay is by John Fenton Murray based on a story by William J. Lederer.

**AD LINES:** "That Fun Gang From McHale's Navy Swings Into Action Again"; "Another Fun-Packed Session With The Crew From McHale's Navy."

## MISCELLANEOUS

### The Bus

DOCUMENTARY  
62M.

Edward Harrison

**ESTIMATE:** Tale of a group with a cause for selective audiences.

**CREDITS:** Produced and photographed by Haskell Wexler; assistant photographer, Michael Butler; sound by Nel Cox; music by Richard Markowitz; film editing by Conrad Bentzen.

**CONTENT:** Herein is a photographic account covering the journey of a Negro and white group from San Francisco to the "March on Washington" recently. The trip took three days and three nights, during which time the occupants of the bus are seen singing, resting, discussing integration, the condition of the country yesterday and today, and what the outlook seems to be for the future. The hopes and desires of individual members are also

recorded. At the trip's conclusion, the spectacle of thousands of people gathered in the nation's capital, pleading for freedom and equality, is presented as well.

**X-RAY:** Audiences are invited aboard a chartered bus for a cross country trip from San Francisco to Washington, D. C., and they're also invited to look in and listen in on the down-to-earth conversations of the racially-mixed group of sincere people who want to straighten out some of the twisted relations in existence today. Some of the moments are touching; some are funny; some are filled with confusion and anger. Interest is maintained on high throughout as the versatile camera and the hidden microphones join the group most effectively. It's a realistic release with a message that needs careful booking for best results.

**AD LINES:** "A Cross-Country Bus Ride Not To Be Forgotten"; "Ordinary People On A Historic Bus Ride Is Most Unusual Screen Fare."

### The Eleanor Roosevelt Story

DOCUMENTARY  
90M.

(Sidney Glazier Prods.)

**ESTIMATE:** Fine documentary.

**CREDITS:** Produced by Sidney Glazier; written by Archibald MacLeish; directed by Richard Kaplan; musical score by Ezra Laderman.

**CONTENT:** This story of one of America's outstanding women starts in childhood and moves on through girlhood, her entry as a debutante on the New York scene, her marriage to Franklin Delano Roosevelt, their early life together, her backing him up in the political arena, and finally her emergence as a leader and world spokesman for human rights. Her sincere desire to be of help and to listen to everyone, as well as her warmth of purpose, comes off quite effectively. Her death brought grief to millions.

**X-RAY:** Many viewers will watch this story of a famous American with a feeling of pride and with high interest as they are taken back into memorable times many years ago as well as into the immediate past. Intertwined in the life of Eleanor Roosevelt are many items of historical note in America, all of which add to the effectiveness of the presentation. Some incidents and the narration may well move viewers emotionally. The production, direction, and other technical aspects of the film are of high quality, and it should be enjoyed and remembered as one of the better documentaries of its type.

**AD LINES:** "One Of History's Great Ladies—Her Story"; "The World Is A Better Place Because Of Eleanor Roosevelt . . . Her Story Is An Inspiration."

### The Scarlet Letter

DRAMA  
72M.

Signature Films

**ESTIMATE:** Reissue of Hawthorne classic has novel curio value.

**CAST:** Colleen Moore, Hardie Albright, Henry Walthall, Alan Hale, Cora Collins, Virginia Howell, William Kent, William Farnum, Betty Blythe, Iron Eyes Cody. Directed by Robert G. Vignola.

**STORY:** Back in the Puritan days of New England when the slightest infraction of the moral and church code was punished with all kinds of tortures, young Colleen Moore is left alone by her husband, Henry Walthall, for two years, during which time she seeks comfort in the words of minister Hardie Albright. Eventually, their relationship becomes deeper and she bears a child. Her husband returns from the wilderness after she is branded an adulteress by the community, refusing to reveal the name of the man involved. The husband, bearded, poses as another and works towards revenge against Albright, who eventually seeks death as Moore's betrayer.



**X-RAY:** This ancient entry filmed in 1934 recalls the Nathaniel Hawthorne work that must have been effective drama at one time. As such, it offers a certain amount of curiosity value to interested audiences such as student groups and others who have read Hawthorne or who gravitate towards classical literature. Technically, the release bears the stamp of the era in which it was made, which includes stiffness of characterization. Still, it hasn't fared too badly with the passage of time. The New England of 300 years ago bears an air of authenticity which adds to the overall interest in the release.

**AD LINES:** "What Was The Meaning Of The Scarlet Letter She Was Forced To Wear Around Her Neck? The Answer Is A Shocker From Yesteryear"; "A Spectacle of Human Passion From The Motion Picture Classic Of Yesteryear."

## FOREIGN

### The Awful Dr. Orlof

Sigma III Corp.  
(Foreign-made)  
(Dubbed in English)

MELODRAMA  
90M

**ESTIMATE:** Program horror meller.

**CAST:** Howard Vernon, Conrado Sanmartin, Diano Larys, Ricardo Valle, Maria Silva, Venancio Muro, Perla Cristal. Directed by Jess Franco; a co-production of Hispamer Sergion Newman and Leo Lax.

**STORY:** Mad surgeon Dr. Orlof, aided by a near-robot, kidnaps beautiful actresses whom he disfigures in vain attempts to restore the beauty of his horribly disfigured wife. Orlof chooses as a victim the fiancée of a police inspector, who finally rescues her at the eleventh hour after the near-robot kills the doctor when he tries to use the housekeeper, who had always been gentle and nice to him, as a victim. The inspector rescues his girl.

**X-RAY:** This excursion in horror, photographed in black and white, is satisfactorily enacted and done up with the usual horror elements, but actually offers nothing really new. The dubbing is okay, and it will do as part of the program. It is being sold as a horror combination with "The Horrible Dr. Hitchcock."

**AD LINES:** "His Shrine Was The Face Of Terror"; "An Epic Of Terror—A Festival Of Fear."

### Hercules vs The Giant Warriors

MELODRAMA  
94M.

John Alexander  
(Eastman Color)  
(CinemaScope)  
(Italian made-dubbed)

**ESTIMATE:** Good action for the indiscriminate adult and teens.

**CAST:** Don Vadis, Moira Orfei. No other credits available.

**STORY:** In the Greek mythology, Hercules, son of Zeus and Alcmene, is renowned for his great strength. As the film opens, Hercules is busy at one of his "twelve tasks"—erecting a temple in honor of his father, Zeus. He is interrupted by a palace messenger, who brings news of the murder of a king by an ambitious heir to the throne. Hercules travels to the troubled kingdom, arriving during a tournament. He challenges the captain of the pretender's soldiers and defeats him, though the contest is unfairly staged. Hercules quickly learns that the source of trouble is the mother of the king's murderer. Vested with magical powers, she calls forth ten golden warriors, impervious to all but the mighty Hercules. The genie-like warriors rout the people when

they rise up against the pretender, and Hercules is deceived into using his strength against the innocent, thereby displeasing Zeus who takes away his superhuman might. Powerless, Hercules is subdued, but Zeus restores his strength in time to right the troubles of the kingdom.

**X-RAY:** Color is a definite asset to this entry, which also makes use of some nice effects. The dubbing is passable and Hercules, while he might come on like the muscle-bound weightlifter, injects small amounts of humor into a role that, if played straight, would yield him rights to vie with Steve Reeves for worst male performer (spectacle category). As it is, the film has some honest entertainment value for the kids and slow adults and shows some pretty locations and sets.

**AD LINES:** "See Hercules Conquer An Army"; "See Mighty Battles In Smashing Color."

vertising aids were in a great measure responsible for a resurgence of attendance in theatres.

### The Horrible Dr. Hitchcock

Sigma III Corp.  
(Technicolor)  
(English-made)

MELODRAMA  
76M

**ESTIMATE:** Program horror meller.

**CAST:** Barbara Steele, Robert Flemyng, Montgomery Glenn, Teresa Fitzgerald, Harriet White. Produced by Louis Mann; directed by Robert Hampton.

**STORY:** Professor Robert Flemyng kills his first wife, Teresa Fitzgerald, with an overdose of a drug in an experiment in the chemistry of the blood. Twelve years later, he brings his second wife, Barbara Steele, to the same home, which is now evidently haunted by Fitzgerald. Steele refuses to believe she is subject to hallucinations and nightmares, even when Flemyng's young assistant, Montgomery Glenn, who is attracted to her, comes to believe Flemyng's explanation. Flemyng tries to poison Steele prior to a planned blood transfusion intended to restore the youthful beauty of Fitzgerald. When the poison is analyzed, Glenn springs into action. In a fire, Flemyng is killed, as Steele and Glenn leave the tragic house for a new life.

**X-RAY:** This is a satisfactory horror meller nicely enacted, produced, and directed, with Technicolor enhancing things. The original story and screenplay are by Julian Perry. It should do okay as part of the bill. The main trouble with the picture is its rather abrupt ending with quite a few mysterious things left unexplained. This is being sold as part of a horror dualler with "The Awful Dr. Orlof."

**AD LINES:** "The Candle Of His Lust Burnt Brightest In The Shadow Of The Grave"; "His Secret Was A Coffin Named Desire."

### Male Hunt

COMEDY  
92M.

Pathe Contemporary  
(French-made)  
(English titles)

**ESTIMATE:** Amusing import for art and specialty spots.

**CAST:** Jean-Paul Belmonde, Jean-Claude Brialy, Catherine Deneuve, Francoise Dorleac, Micheline Presle, Claude Rich, Marie Laferet, Marie Dubois, Bernard Blier, Helene Duc. Directed by Edouard Molinaro; produced by Robert Amon and Claude Jaeger.

**STORY:** Jean-Claude Brialy is about to get married despite efforts of his roommate, Claude Rich, to dissuade him. Enroute to the church, they meet waiter Jean-Paul Belmondo, who carries out the orders of Marie Dubois, daughter of the proprietor. He recalls that he was until recently a hoodlum with a stable of prostitutes. Police pressure be-

came too hot, and he quit the racket, succumbing to the charms of Dubois and marrying her, turning honest, and becoming henpecked in the process. Brialy is still not dissuaded. Rich recalls how he had a mistress, a married woman, Micheline Presle. Everything was going fine until her husband put in an appearance. She hid and Rich persuaded him that he is interrupting a rendezvous with Catherine Deneuve, who is really his young secretary, and who doesn't succumb to his advances. The latter plays along, and after husband and wife leave, she is surprised undressed by her father, who persuades Rich to marry her or face police charges. He marries her, but it doesn't last. Brialy recalls that his fiancée met him most conveniently, and Rich persuades him that it was all a plot to ensnare him. He gives in and runs away at the church at the last minute. He goes off on his honeymoon trip alone after giving Belmondo the other ticket. On board the boat, he encounters Francoise Dorleac, who tries to fleece him of his money with a confederate and succeeds. He retaliates and gets his money back as well as revenge. He later encounters Belmondo, who has become the companion of a wealthy older woman. Thrown together again, Dorleac and Brialy decide to get married, but he knows that it won't last.

**X-RAY:** This import has a number of amusing moments playing on the weaknesses of men and women and on their attractions for each other, varied as they may be. Art house audiences should be generally satisfied by the goings-on, with the competent performances and adequate direction and production helping out. The rapid pace keeps things moving in interesting fashion. The screenplay is by France Rouché, from an idea by Yvon Guezal and stories by Albert Simonin and Michel Duran.

**AD LINES:** "He Had Everything To Live For . . . But Should It Be As A Bachelor Or Married Man?"; "Romance Is Where You Find It And He Found It Everywhere."

### Samson vs The Giant King

MELODRAMA  
91M.

John Alexander  
(Eastman Color)

(Cinemascope) (Italian-made and dubbed)

**ESTIMATE:** More unintentional chuckles than thrills.

**CAST:** Kirk Morris, Gloria Millano. No other credits available.

**STORY:** An expedition of anthropologists unearths the remains of an extinct civilization in the Russian tundra. While digging in a cave, the scientists find a stone burial vault and inside, asleep for hundreds of years, is a frozen Samson. A phial of ointment is found, which the leader of the expedition rubs on Samson's chest, and he is revived. The expedition heads for St. Petersburg with Samson, riding a white horse and quite comfortable in the Russian winter in his loincloth, in tow. Alas, the ambush the party feared materializes. The attackers, really agents of the Tsar disguised as Cossacks, didn't reckon on Samson, who throws boulders at them and disrupts their mission. Back at the palace, Samson impresses the Tsar with his strength by tying things in knots and showing his skill as a warrior. The Tsar decides to indoctrinate Samson, the better to serve his cause, but revolutionaries steal into Samson's chambers, and a fair young maiden convinces him to join the movement against the Tsar. Justice triumphs in the end, and Samson wins the maiden—I think.

**X-RAY:** This is a new twist on mythological heroes, though our boy isn't really the original Hebrew version, but the last of a lost super-race that lived in the wilds of Russia. "Samson" refers only to his great strength. As part of a double bill—teamed with brother Hercules (for our money a much more entertaining fellow)—Samson might hold up the bottom of the program in some spots. Color

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JUNE 9, 1965

SECTION THREE  
Vol. 73 No. 20

# EXPLOITATION

**ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.**

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107

## U's Box-Car Cocktail Party For "Wild Seed" In Chicago

Climaxing one of the most comprehensive advance promotional campaigns accorded a picture in Chicago by Universal, "Wild Seed," the company's drama about rebellious youth starring Michael Parks and Celia Kaye has its pre-release World Premiere at the Playboy Theatre recently with the stars of the picture, producer Albert S. Ruddy and director Brian G. Hutton participating.

The foursome had previously been in Chicago for advance promotional activity during the past month.

In the pre-premiere activity was a World Premiere Box-Car Cocktail Party for the press sponsored by the premiere committee and the Western Pacific Railroad in a special outfitting box car to simulate one of the sets of the picture with a musical combo and all the fixings. Premiere night activities at the Playboy included a "Living Marquee of Bunnies" adorning the theatre front and in display formation on the sidewalk to the very top of the marquee with an assist from Hugh Hefner, Playboy publisher and theatre operator.

Other premiere night activities included an NBC radio broadcast from the theatre hosted by Jack Eigen, popular Chicago radio personality. The film's personalities were introduced from the stage by Eddie Hubbard, WGN radio star.

Several promotional contests reached their climax with the premiere including a city and suburban-wide contest sponsored by 138 community and suburban newspapers to select the most popular teenagers to be honored as a member of the World Premiere party. There have been special screenings for high school and college newspaper editors, Film Council members of the Illinois Federation of Women's Clubs as part of the two visits of the four personalities.

## Many Prints On "Big Sur"

MGM is preparing an unprecedented number of prints—375—of its featurette on the Big Sur country in Northern California, to be released in connection with the Martin Ransohoff production of "The Sandpiper," starring Elizabeth Taylor, Richard Burton and Eva Marie Saint.

There will be 300, 35mm color prints, for use in theatres and other special situations, and 75, 16mm prints—50 in black and white and 25 in color—for use on television and in other non-theatrical showings.

Narrated by Burton, the documentary highlights the wild natural splendor of the famed coastal area which serves as the locale for the feature film.

## William Castle Does Big Sell For His Picture For Minnesota Amusement



Producer-director Bill Castle recently was on hand to do everything possible for U's "I Saw What You Did" in a special engagement at the State, Minneapolis, and is seen in the lobby greeting film fans.

## Tyrolean Fashions For "Music"

A long-range advertising and promotion campaign on children's fashions inspired by 20th Century-Fox's "The Sound of Music," devised on an even more extensive scale than the pre-opening campaign, was kicked off recently at a cocktail-fashion show at the Plaza Hotel in New York.

The promotion campaign features trend-setting Tyrolean fashions for the back-to-school and fall seasons, and is jointly sponsored by 20th Century-Fox and the following manufacturers: Bambury Fashions, Chips 'n Twigs, Mme. Alexander Doll Co., Geisha Robes, Le Roi Hosiery, Joseph Love and Style Undies.

The participating companies were all represented at the fashion show, which was attended by children's wear buyers and merchandising executives from the major markets around the country.

The new promotion campaign for "The Sound of Music," which includes more than \$800,000 worth of national and local co-operative advertising, will be highlighted by ads in Women's Wear Daily, the New York Times Magazine, Harper's Bazaar, Children's Vogue, McCall's and Earnshaw's Magazine, a children's fashion publication which reaches all department store buyers, merchandising managers and presidents.

To back the campaign, 20th-Fox will issue a special photo kit to newspapers and periodicals. The company also will furnish department stores with back-to-school window displays as well as counter cards featuring the children of "The Sound of Music."

Producer-director William Castle recently spent a week with Minnesota Amusement Company promoting a special world preview engagement of his Universal picture "I Saw What You Did" at the State, Minneapolis; and the Paramount, St. Paul, Minn.

Ev Seibel, theatre manager and press agent, a veteran in the community, states that no one person ever came into the area and did such a wonderful promotional job—not only for his picture; but for the business as a whole. During the May box-office doldrums, Castle and his picture came up with truly sensational grosses at the two theatres.

More than that, he created and added to the interest in our business among the many thousands of people with whom he came into contact. He never missed an opportunity to talk to one or a thousand on the streets, at the schools, in the theatres, the hotels, or wherever he was. Unlike so many who have come thorough during the years to promote pictures, Castle spent half his time in words promoting the industry, and trying to make the people feel that they are a part of it and should participate more by expressing their entertainment desires to everyone from usher to theatre manager and to all the creators in Hollywood.

Castle, with his wonderful personality, was exposed to at least two million people by newspaper writers, many television and radio appearances, and his personal contacts, and did a truly outstanding job for all the business.

Bill Diehl, who conducts a "Look 'N' Listen" daily column in the St. Paul Dispatch and who is the paper's motion picture editor, devoted practically an entire column one day to Castle; and to give an insight to all that Castle did, a portion of it is reproduced herewith:

"Deeply tanned, Castle arrived here a week ago last Saturday. His appearance was on a radio show staged in the largest downtown Minneapolis department store before nearly 2,000 teenagers.

After pitching his film (and being mobbed by autograph hounds—junior grade), Castle regrouped, and then launched the following week during which he was on a day-night schedule of appearances.

He started in that Monday in Minneapolis with a high-school press party where he was quizzed about everything relating to Hollywood by some 85 young scribes. A

(Continued on page EX-684)



# Top Promotion For Top Film Equals Record Breaking Grosses

Obviously, any theatre that plays Walt Disney's "Mary Poppins" is going to do good business, but the Kindair Corporation theatres in Monterey County, California, haven't just relied on routine publicity to sell this top film. Weeks before "Mary Poppins" opened at the Steinbeck Theatre, Monterey, and the Globe, Salinas, the two Matson-Erskine theatres started an intensive publicity campaign for the film which opened at both houses. As a result, the picture has broken all known records for any Disney production in either Monterey or Salinas.

The campaign kicked off with a letter to all county public schools, enclosing a schedule of performance for posting on school bulletin boards. Advance publicity releases to local newspapers, radio, and TV also started over a month before the opening date, and 5,000 flyers were imprinted for the two theatres, distributed three weeks ahead of opening and placed in motels after the opening. 7,000 mailers were sent out to the theatre's comprehensive mailing list.

In the face of campaigns by the local newspaper, the Monterey Peninsula Herald, against such films as "Kiss Me, Stupid" and the activities of local parents' organizations, the Mayor of Monterey, George Clemens, when presented with the idea of an extended "Mary Poppins" engagement, was delighted to declare the opening day, as "Mary Poppins Day" in the city of Monterey.

A local model and last year's Bride of the Year in the Herald, Miss Anne Willmarth, was selected to portray Mary Poppins in publicity appearances because of her striking resemblance to Julie Andrews.

Because of its prominence in Monterey and California history, having been the capitol of California at one time, the Plaza of historic Colton Hall was selected as an ideal place for Anne Willmarth as Mary Poppins and Mayor Clemens to make public the proclamation of "Mary Poppins Day." The local vintage car club was contacted and a 1910 Pierce open touring car was obtained as transportation for "Mary Poppins" and used as a prop in publicity photos. Taking advantage of the crowd that gathered at Colton Hall, Miss Willmarth and Mayor Clemens handed out balloons and programs to the eager children.

Prior to and during the engagement, the cashiers, candy girls, and usherettes all wore "Mary Poppins" hats and the male personnel wore blazers, bow ties, and straw hats.

Continuing the "live" appearances of "Mary Poppins," Miss Willmarth also visited four Safeway Stores in the Monterey-Salinas area and a local department store, with free balloons and programs for the kiddies. At the end of the Steinbeck's first matinee performance of the film, she was brought on stage center and spotlighted. "The kids were astounded and delighted," the Steinbeck's manager, Howard Williams, said.

Williams, formerly of Stanley Warner's Cinerama in Los Angeles, and the Globe's manager, Ken Mitchell, recently-retired manager of Army theatre circuits, both put in many extra hours working on the promotion and accompanying Miss Willmarth in her public appearances as "Mary Poppins."

There was considerable radio and TV coverage on local stations in support of the cam-



Anne Willmarth posed as Walt Disney's "Mary Poppins" and delighted the children at a Saturday matinee at Kindair Corporation's Steinbeck, Monterey, Cal., during the recent engagement of the Buena Vista film.

paign: "An interview with Mary Poppins" on Lynn Taylor's afternoon women's program on Station KSBW-TV in Salinas was picked up by the newscaster that same night and shown again in part on the six o'clock news. A taped interview for radio KSBW ran on the station intermittently all one week, as did an interview on Monterey station KIDD with disc jockey Dave Bennett.

This free publicity was backed up by an extensive and detailed advertising promotion, including county-wide billboard, radio, and TV coverage, together with cross-plugs with teaser trailers in other theatres of the Kindair circuit in Monterey County.

The pay-off for this intensive and continuous campaign was the film's record-breaking grosses.

At the end of the opening weeks it became clear, and local Buena Vista representatives agreed, that these were record-breaking grosses for any size theatre in the Monterey and Salinas area, certainly the largest grosses in Disney picture experience, and quite possibly record-breakers for any shows in the past.



Jonas Rosenfield, Jr., 20th-Fox vice-president and director of advertising, publicity, and exploitation, discusses plans for the promotional tour of vintage planes recreated for "Those Magnificent Men In Their Flying Machines." The "stars" of the tour will visit 14 key cities over an eight-week period.

## "Shenandoah" Personalities Tour Sparks Texas Premiere

Universal Pictures Company launched one of the most concentrated series of personality tours in connection with the World Premiere of a picture when the first group of eight personalities started a 10 day tour of Texas cities and towns in connection with the World Premiere of "Shenandoah."

The eight personalities are James Stewart, the star of "Shenandoah," Andrew McLaglen the director; and co-stars Rosemary Forsyth, Doug McClure, Pat Wayne, Phillip Alford, Glenn Corbett and Katharine Ross.

"Shenandoah" had its world premiere at the Majestic Theatre in Houston on Thursday, June 3rd, followed by openings the next day at the Majestic in Dallas; the Worth in Fort Worth and the Majestic in San Antonio, launching more than 200 pre-release openings in the Texas territory. The picture is scheduled for August release.

Miss Forsyth and Wayne started their promotional tours in El Paso and visited Amarillo, Lubbock, Abilene, Austin, Galveston, Port Arthur, Houston, Dallas, Fort Worth and San Antonio, participating in the World Premiere activities in the premiere cities.

Corbett and Miss Ross started their tours in Denison and Sherman and visited Wichita Falls, Tyler including the tri-cities of Kilgore, Marshall and Longview, Waco, Victoria and Corpus Christi, the tri-cities of Harlingen, McAllen and Brownsville and the premiere cities of Houston, Dallas and San Antonio.

Stewart, McLaglen, McClure and Alford joined the other four in Houston for the World Premiere and went to Dallas, Fort Worth and San Antonio. McLaglen visited New Orleans after the Texas openings for advance promotion of the New Orleans opening in August.

The eight personalities made local promotional appearances, did round-the-clock television and radio appearances and press interviews to help provide one of the most comprehensive pre-selling campaigns ever accorded a picture by Universal. Their promotional activity is part of Universal's all-out pre-selling campaign on the picture which is one of its most important releases of the year.

A statewide "Name the James Stewart movies" contest was arranged with the winning Texas family sent on a dream vacation to Guadalajara, Mexico, in cooperation with Mexicana Airlines, the Guadalajara Hilton Hotel, and Nardis, of Dallas, who gave a \$500 wardrobe. This was an exclusive Interstate-Texas Consolidated promotion.

In Houston, 15 beautiful "Shenandoah Belles" acted as world premiere hostesses and their "queen" was selected and received a full week, all expense paid trip to New York's World's Fair.

## "Fancy" Soft Drink Tie-Up

A major merchandising tie-up for Jerry Lewis' "The Family Jewels" reaching thousands of super markets and grocery stores throughout the country has been set by Paramount Pictures with Bubble-Up, the popular new soft drink.

Bubble-Up has created special "Family Jewels" newspaper ad mats, bottle collars, window streamers, carton stuffers and truck banners for the promotion. Deluxe promotion kits have been prepared for local bottlers for distribution to dealers and local exhibitors.





The Great Manzini, famous escape artist, is seen with Fred Herkowitz, RKO national director of advertising and publicity; and Louis Grossman, RKO district manager, at the Municipal Court House in Glendale, Brooklyn, N. Y., where he escaped from chains and cuffs and from a locked cell door. He appeared in person at the RKO Madison in conjunction with the RKO Theatres showing of Allied Artists' "Young Dillinger."

## "Pussycat" Sunglasses

A huge, international tie-in ad campaign between Charles K. Feldman's "What's New Pussycat?" and Foster Grants, the world's foremost makers of sunglasses, was launched in Life magazine.

The striking ad spotlights the film through the use of six photos of Peter Sellers wearing various models of Foster Grants sunglasses. The large-type ad line reads: Isn't that Peter Sellers behind those Foster Grants? The very same. See him in the United Artists film "What's New Pussycat?"

This ad will be placed by the sunglasses company in top magazines during the summer period, which coincides exactly with the release of the film.

Additionally, United Artists and Foster Grant will cooperate in various in-store promotions both here and in Europe. These will include standees, counter cards, banners and local-level newspaper campaigns.

## "Magnificent" 1910 Fashions

Twentieth Century-Fox has arranged a showing of fashions of 1910 in conjunction with the promotional tour of ancient airplanes on behalf of "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes." These fashions will be modeled by local celebrities in the 13 cities where the planes will be exhibited.

The costumes include Keystone Kop uniforms, Edwardian men's attire, women's fashions of the turn-of-the-century and bathing garb. Cole of California has supplied the beachwear of fifty years ago as seen in the Dover Beach scene of "Those Magnificent Men in Their Flying Machines."

The vintage aircraft and the costumes of 1910 are being exhibited in Washington, D. C. and St. Louis, Cleveland, Milwaukee, Detroit, Chicago, New York, Boston, Toronto, and Philadelphia. They will be seen in Pittsburgh, Buffalo and Syracuse early in July.

# British Activities

by Jock MacGregor

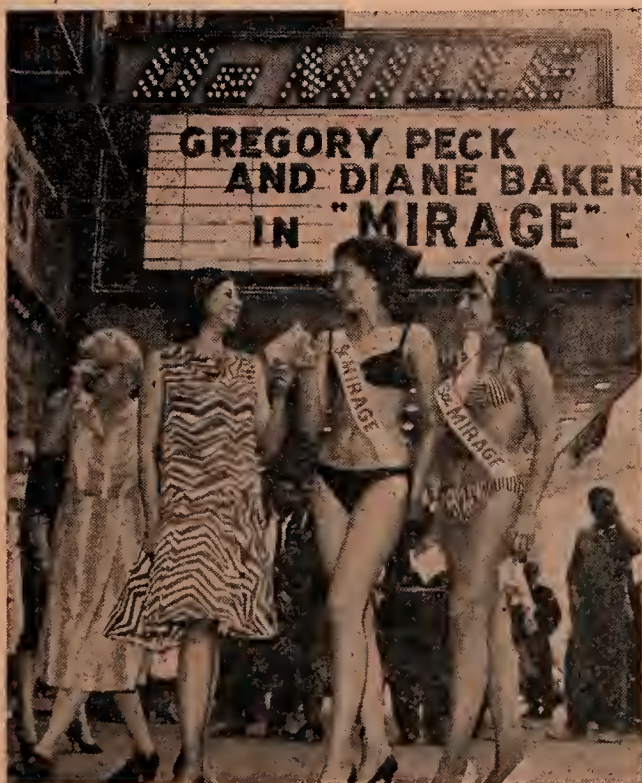
Playing a roadshow of "Lawrence of Arabia," A. M. Harris-Quelch, of the Holloway Odeon, North London, set about finding if any local residents had had associations with Lawrence through the press. Three were run to ground and invited to the civic premiere which was attended by the Mayor. An excellent press resulted. . . . C. D. Conway, of the Odeon, Hereford, got a fine front page break on the fact that though as a book "Lord of the Flies" is an English study subject for the General Certificate of Education Exam as a film it was classified as "X-Adults only" by the Censor. He said that he was to apply to the local authorities to waive rules so that the 16's sitting the exam should have the same opportunity to see the film as older students. They saw the logic of his appeal and allowed them to attend special morning screenings in school groups. This provided a strong follow up story which the press published extensively. For the same picture and the Westward TV Studios in the town, Charles Tappy, of the Drake, arranged a special screening for which a print had to be flown from Ireland and invited some over 16 schoolboys. The entire "Stars in the West" program was devoted to "Lord of the Flies" clips, interviews with the schoolboys in the studio and clips from the co-feature, "The Comedy Man." Had he had to pay for the 30 minutes at standard advertising rates, Tappy estimated that it would have cost him \$2500.

A last minute booking of "Ferry Cross the Mersey" at the Gaumont, Liverpool, did not stop G. W. Cranfield organizing a quick press show to cash in on the presence in the area in a stage show of the stars, Gerry and the Pacemakers. His quick work paid handsomely with TV coverages. The BBC gave him 4¾ minutes in "Look North" which claims 8¼ million viewers and Granada TV gave 4¼ minutes in "Granada in the North" with 6 million viewers. Cranfield claims that he received telephoned enquiries about the booking from as far away as Manchester (35 miles).

Not many suburban theatres anywhere can back a campaign with a photo and story in "Time" but then not every manager is so lucky as to get the Beatles for a live season. They played the Hammersmith Odeon, London, and D. Tapsell claims 560 sci of national and 1400 of local press. In all he reports 121,473 people saw the show and bought 53,303 brochures programs. One story reveals that telephone calls for The Beatles were received from New York, Atlanta, Cincinnati, New Orleans, Kansas City, New Jersey, and Ohio.

H. T. Bolton of the ABC, Woolwich, South London, planned to use the original "Yellow Rolls Royce" when it visited the ABC, Woolwich, South London, to transport an aged couple, one 100 years old and the other 98, to see the film. Unfortunately an unexpected TV commitment prevented the Rolls making its personal, but a vintage car owner came to his rescue and he still got a press coverage.

By watching Pathe News contents, reports Albert E. Hall, got a three inch treble column picture and an eight inch editorial spotlighting the ABC, Nuneaton. Discovering a revolutionary three wheel 120 mph racer featured was the dreamchild of a local designer. He invited him and his team to see the reel. Later they were all photographed examining the film in the projection box for a press splash.



Universal used a mobile unit with two bikini models for street bally in connection with the 28 theatre debut of "Mirage." The models are seen in front of the DeMille with Abby Hirsch, manager of the theatre.

## "Shenandoah" Talk Song

"The Legend of Shenandoah," a new talk song recorded by James Stewart and inspired by Universal's "Shenandoah," which is being issued by Decca Records, had its World Premiere on the NBC "Monitor" network show recently preceded by an interview with Stewart.

The Decca recording which has a special "Shenandoah" sleeve, has a Charles "Bud" Dant recording of "We're Riding Out Tonight" on the flip side which is also the "Legend of Shenandoah" song but is instrumental. The record is to be used extensively in the promotional campaign of the Universal film.

## "Dingaka" Radio Spots

Embassy Pictures has prepared a special set of 10, 20 and 60-second radio teaser spot announcements for Joseph E. Levine's "Dingaka," underscoring the exciting adventure and romantic elements of the film. The spots are available at no cost to the exhibitor from Embassy.



## THE EXHIBITOR'S EXPLOITATION EFFORTS

HERB KAPLAN, manager, Lenard Ventures' Plantation, Plantation, Fla., recently had quite a promotion on 20th Century-Fox's "John Goldfarb, Please Come Home." A local car dealer loaned him the use of three convertibles for three days. He put signs on all six sides of the cars and dressed four attractive girls in harem costumes and sultan costumes on three aides. The girls' outfits were very easy to make; and the sultan's costumes were rented. The cars were driven through the busiest sections of town and wherever the cars appeared large crowds gathered to see the "living" floats. The following week the same thing was repeated only the girls gave out circulars and a local teen-age rock and roll band agreed to play in each car as they drove and were stopped. The local newspaper took pictures which appeared in the paper. A navy destroyer was docked in town and the business obtained from the sailors seeing the girls was worth the effort alone. Excellent results were obtained from the stunt.

### Castle

(Continued from page EX-681)

radio contest had been run in advance of his visit, the entrants telling Why I Would Like To Meet A Movie Producer. Castle dined with the winners, again amusing, informing and delighting them.

And that same day, he appeared onstage at both the Paramount here and the State in Minneapolis while the trailer for "I Saw What You Did" was on the screen. He made fun of himself as he appeared in the preview, kidded about his own screen talents—and made a deep impression with what he termed "a living trailer."

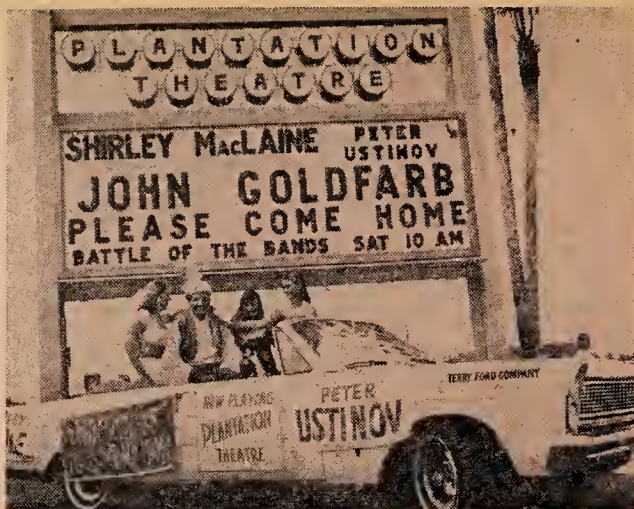
Tuesday, he got his ball rolling by appearing at Hamline university where little-theatre and drama fans peppered him with questions, which he deftly fielded. Lunch with the St. Paul press followed—and his natural ease and forceful personality immediately made him "one of the boys" with hardbitten, critical editors who would have dumped a phony but who chatted with Castle long after the desserts had been eaten.

Then followed his St. Paul high school press conference, with more than 100 young school newshawks in attendance, some from as far away as Wisconsin.

And Castle filled his week with numerous radio and TV appearances, other broadcast contests, visits to music shops—wherever he could find adults. He even swooped into teen rock-roll dances, climbed on stage and won over the young fans (who can be the most critical audience in the world) by tossing back good-natured replies to their questions, however biting. (The courtesy of Twin Cities area teeners impressed him, he constantly remarked.)

On the opening night, Friday, Castle was in the lobby of the State with a cameraman chatting with fans, asking them about their movie tastes and taking films of them. Everyone was excited, delighted.

But what did Castle accomplish? Only this. Though his film is a low-budget shock item and stars Joan Crawford and John Ireland (who weren't exactly teen idols the last time we looked), "I Saw What You Did" goes



Herb Kaplan, manager, Lenard Ventures' Plantation, Plantation, Fla., used three promoted convertibles as live floats with harem girls and sultans to promote 20th-Fox's "John Goldfarb Please Come Home" recently.

into extra innings at both theatres.

In St. Paul, it gave the Paramount its third-biggest-grossing opening week-end of the year. In Minneapolis, it handed the State its second-best weekend opening gross.

Which proves that the coins are there anytime Hollywood really wants to scramble for them. Bill can take a deep bow for his saleability for "I Saw What You Did." We Saw What You Did, Mr. Castle—and you win several curtain calls!"

### Filmack Warning Trailer

Widespread reports of recent deaths at Drive-In Theatres due to Carbon Monoxide poisoning have led the Filmack Trailer Company, Chicago, to offer a new Carbon Monoxide Safety Trailer.

The trailer points out the danger of carbon monoxide poisoning on chilly nights, when patrons tend to close auto windows and turn on their engines for warmth. It advises patrons to keep windows open, and step outside if they feel drowsy, and warns them never to sleep with engines running.

### Pajama Prizes At PJ Party

American International Pictures, Weldon Pajamas and Bernard Depa, Manager, Ridge Road Drive-In, Griffith, Indiana, combined efforts in a week's rousing advertising and word-of-mouth campaign to herald the arrival of AI's "Pajama Party."

Ads were placed in the Hammond (Ind.) Times and the Gary (Ind.) Post-Tribune, announcing the arrival of the picture at the Ridge Road Drive-In and the awarding of Weldon PJ's to lucky patrons.



These lucky lasses were the winners of Weldon Pajamas in a "Pajama Party" contest recently sponsored by Bernard Depa, manager, Ridge Road Drive-In, Griffith, Ind., in conjunction with the American International picture.

## 10 MGM Paperbacks

During the prime reading time this summer, paperback book stands throughout the country will feature 10 books represented in current and upcoming releases from Metro-Goldwyn-Mayer.

Books connected with current and soon-to-be released films are: "Operation Crossbow," by Richard Wormser; "The Yellow Rolls-Royce," by Jack Pearl; "The Sandpiper," by Robert Hemenway; "She," by H. Rider Haggard; "Joy in the Morning," by Betty Smith, and "Scratch a Thief" (Film title "Once a Thief"), by John Trinian.

Other upcoming MGM releases represented on the paperback stands are: "The Loved One," by Evelyn Waugh; "The Cincinnati Kid," by Richard Jessup; "Lady L," by Romain Gary, and "Doctor Zhivago," by Boris Pasternak.

## "Art of Love" Fashions

Universal Pictures Company and Puritan Fashions Corporation have developed a joint national promotion on the Ross Hunter Production "The Art of Love."

In connection with the tie-up, various Puritan Fashions divisions have combined to feature a six-page advertising layout in the June issue of Mademoiselle photographed at the Universal City Tours and featuring various fashions inspired by the picture.

The fashions are being merchandised through the Gimbels outlets and through every major department store in the United States handling the Puritan Fashions line. The merchandising, tied in with key city openings of "The Art of Love," will include cooperative newspaper advertising, interior and window store displays and each garment in the promotion will have a special hangtag with art and copy relating to "The Art of Love."

## "Sound of Music" Gold Record

"The Sound of Music" record album receives recognition in the current issue of Senior Scholastic Magazine for the speed with which it reached "gold record" status. The album, recorded from the soundtrack of Robert Wise's film version of the Rodgers & Hammerstein musical, made "record industry history" by selling its millionth copy just two weeks after its release.

"The record made history this month," reports Senior Scholastic, and adds that "the RCA Victor LP has sold more copies faster than any other soundtrack in record industry history." The magazine had selected the record as the Album of the Week when the soundtrack was first issued.

Twentieth Century-Fox's "The Sound of Music" won the Scholastic Bell-Ringer Award earlier this year.

## A Captive Audience?

Universal Pictures Company has developed a unique promotional device as part of its campaign on William Castle's "I Saw What You Did," wherein certain sections of the theatres will be equipped with specially simulated seat belts.

The seat belts carry the copy "William Castle Warns You 'Fasten Your Seat Belts!' It will jet you to new heights of terror, suspense and excitement!" There is also a second piece of copy which reads, "Buckle Up For Terror!"

The seat belts were used in the pre-release test engagements and they have now been made part of the comprehensive campaign on the picture.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

**DRIVE-INS LIST** on request. Roadshow pictures, ASTOR, Harwood and Jackson, Dallas, Texas 75201.

## EQUIPMENT FOR SALE

**SIMPLEX E-7 MECHANISMS**, excellent, \$212.50; Rectifiers, 50 Ampere, 220V, 3Ph, w/new 15A tubes, \$147.50; Hertner Drive-in Motor Generator, 200/300 Amperes, Controls, Ballasts, Likenu, \$995.00. Everything in Booth Equipment, S.O.S., 387 Park Ave., South, New York 10016.

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**DRIVE-IN SPEAKERS RECONED** 90¢ EACH. All weather resistant material. Write for free sample. C & M RECON COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

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**CENTRAL CALIFORNIA**, 750-seat theatre in major city. Population over 300,000. Building and equipment in excellent condition. As family operation, shows net profit of \$1,500 per month. Priced right, terms. BOX 3837, Carmel, Calif.

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**WEEKLY THEATRE** and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

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Motion Picture Exhibitor  
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MOTION PICTURE

# EXHIBITOR

JUNE 16, 1965

Volume 73

Number 21

IN TWO SECTIONS • THIS IS SECTION ONE

ENTERED AS SECOND CLASS MATTER OCTOBER 24, 1962, AT THE POST OFFICE AT BALTIMORE, MD., UNDER THE ACT OF MARCH 3, 1879



## UA Jubilant Over Record First Qtr.

(See Page 8)

## Physical Theater=1 Extra Profits Dept.

United Artists' Robert S. Benjamin, chairman of the board (bottom), and Arthur B. Krim, president, brought stockholders good news at Company's annual meeting. See story on page 8.

**DANGER FROM A SEETHING CAULDRON** ■ ■ ■ see editorial—page 6



PARAMOUNT PICTURES

PRESENTS

# JOHN WAYNE

AS JOHN ELDER

# DEAN

AS TOM ELDER

A HAL  
WALLIS  
PRODUCTION

# THE SONS OF KATIE ELDER

*From the  
four winds  
they came,  
the four  
brothers,  
their eyes  
smoking and  
their fingers  
itching...*



CO-STARRING

**MARTHA HYER** as MARY GORDON

**MICHAEL ANDERSON, JR. · EARL HODGES**

DIRECTED BY

SCREENPLAY BY

**HENRY HATHAWAY · WILLIAM H. WRIGHT, ALLAN WEISS, HARRY**



# MARTIN

# THIS SUMMER'S TOWERING EXCITEMENT FROM PARAMOUNT!



## N · JEREMY SLATE

BASED UPON A STORY  
BY TALBOT JENNINGS  
MUSIC-ELMER BERNSTEIN



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DIRECT FROM ITS ROADSHOW ENGAGEMENTS...

# COLUMBIA'S SPECTACULAR ADVENTURE FILM



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hero!"

—New York  
Herald Tribune



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SAN DIEGO *Rancho D. I., Clairmont*  
SAN FRANCISCO *Stage Door, Clay, Mission D. I.*  
BOSTON *Astor* • BUFFALO *Century, Kensington*  
CHICAGO *Select Theatres* • CINCINNATI *Keiths*  
CLEVELAND *Hipp, Richmond, Fairview* • DALLAS *Village*  
DENVER *Centre* • DES MOINES *Des Moines*  
DETROIT *Michigan, Woods, Mercury*  
LOUISVILLE *Mary Anderson* • MILWAUKEE *Warner*  
NEW ORLEANS *Select Theatres* • PHILADELPHIA *Fox*  
PITTSBURGH *Fulton* • ST. LOUIS *Fox* • ALBANY *Palace*  
SCHENECTADY *Procter* • TROY *Procter*  
ATLANTA *Rhodes, No. Dekalb* • KNOXVILLE *Riviera*  
NASHVILLE *Paramount* • SYRACUSE *Paramount* • RALEIGH *Village*  
DAYTON *Keiths* • CANTON *Palace*  
YOUNGSTOWN *Liberty Plaza, Southside D. I.*  
FT. WORTH *Ridglea* • HOUSTON *Tower*  
OMAHA *Orpheum* • FT. WAYNE *Embassy*  
JACKSONVILLE *Town & Country, Cedar Hills*  
FT. LAUDERDALE *Plantation* • MIAMI *Select Theatres*  
KANSAS CITY *Plaza* • WICHITA *Miller*  
PHOENIX *Roundup D. I., Bethany West* • MEMPHIS *Plaza*  
LITTLE ROCK *Capitol* • MINNEAPOLIS *State*  
BATON ROUGE *Gordon* • OKLAHOMA CITY *Center*  
TULSA *Admiral D. I.* • SALT LAKE CITY *Southeast*  
OAKLAND *Select Theatres* • RENO *Majestic*  
SACRAMENTO *Crest, Westerner D. I.*  
SEATTLE *Coliseum* • PORTLAND *Fox* • WASHINGTON D.C. *Select Theatres*  
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"LORD JIM" A film by RICHARD BROOKS • starring PETER O'TOOLE as Lord Jim • JAMES MASON  
CURT JURGENS • ELI WALLACH • JACK HAWKINS • PAUL LUKAS • co-starring AKIM TAMIROFF  
with DALIAH LAVI as "The Girl" • Based on the novel by JOSEPH CONRAD • Music by BRONISLAU KAPER  
Written for the screen and Directed by RICHARD BROOKS • A Columbia — Keep Films Co-Production  
Filmed in SUPER PANAVISION 70® • TECHNICOLOR® • A Columbia Pictures Release

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Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecuff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



VOLUME 73 • No. 21

JUNE 16, 1965

OUR 47th YEAR

### DANGER FROM A SEETHING CAULDRON

SUPREME COURT JUSTICE FELIX FRANKFURTER, in the case of *Baumgartner vs United States* (1941), said, "*One of the prerogatives of American citizenship is the right to criticize men and measures—and that means not only informed and responsible criticism but the freedom to speak foolishly and without moderation.*"

This editorial page is our way of exercising the freedom of speech guaranteed us as a prerogative of citizenship, and we try to keep our observations informed and responsible. There is no doubt that bidding practices in the motion picture industry (and we include the reprehensible practice of blind bidding) are driving many theatre operators to the wall. Many of these suffering exhibitors come to us with their stories. Some may "*speak foolishly and without moderation,*" but that is their right, as the late Justice Frankfurter pointed out.

Distributors themselves admit that these bidding practices are unfair, particularly in the secrecy that surrounds winning bids and the suspicion and distrust fostered by such actions.

These problems are not insoluble, but there is no easy solution either. Depending on the effort exerted, tomorrow will either be bright for the industry or a time of chaos and despair.

We are reminded of a problem faced by the transit company in Pittsburgh. For years, the privately owned and operated firm served the area well. It gave employment to thousands and returned a profit. However, labor troubles in the late 1940s resulted in a number of crippling strikes. The city administration knuckled under to all union demands and forced a settlement. The result was a series of fare increases, declining revenues, and lowered employment. City merchants suffered the most, and new labor problems arose. In 1963, the company caved in and was taken over by a public authority. Salaries are the high-

est in the country and service has suffered.

There was a time when conflicting forces might have settled the problems if common sense and mutual responsibility had been exercised. That time was lost. The motion picture industry also is in a time of crisis. Men of good will must act or the moment will pass forever.

Theatres are closing today, and new construction is limited to shopping center areas. Theatres in high rental areas, operating seven days per week with continuous performances and large advertising expenditures, are being forced to bid against inferior houses. In the hunger for the quick dollar, established patterns of clearance and runs are being destroyed, and confusion is taking their place. The result is extraordinary losses as theatres caught in bidding situations are forced to provide too much playing time for too few pictures. The exhibitor who knows what his theatre can do finds himself in an economic bind.

Theatre admission prices spiral upwards, and distributors coin record profits with a sharply diminished product supply.

Again, there is a parallel with the problems faced by the Pittsburgh Transit Authority, which requested \$22,000,000 from Uncle Sam for capital improvements. Union leaders, when told any wage boosts must come from general tax revenue, reply, "*We're not interested where it comes from.*"

The motion picture industry also has men who are not interested in where the money is coming from, and they too will wake up one morning to discover that the goose who lays the golden eggs is dead.

It is safe to say that not a single distributor under present day selling practices would be willing to trade places with a theatre owner. It has been said, "*What is displeasing to thyself—that do not do to any other.*"

### FIND THE REAL CULPRIT

IT HAD TO HAPPEN. Finally, the IATSE is making some progress in the campaign to demonstrate the unfairness of arresting motion picture operators when a theatre gets into trouble for showing films alleged to be "obscene."

These men are paid to project film, for which they receive their salary. They are not the judges of whether or not a film is obscene. If it is obscene, what business is it of the projectionist? He is as powerless to affect theatre policy as the cashier who sells a theatre ticket, the usher who shows patrons to their seats, or the porter who cleans up after the last show.

Should any of these employes refuse to do his job, he would be fired. Courts of law and learned lawyers and judges can't agree on what constitutes obscenity, so how can anyone lay the blame at the doorstep of an employee who has noth-

ing to do with the purchase of films.

There may well be a law on the books in certain locales that makes the projectionist responsible, but that doesn't make it right. Such laws need changing. The evils of censorship spread quickly from city to city and state to state. These ridiculous laws are the legacy of political censorship. It is no secret that censors at the height of their power sent copies of cuts demanded to other censor boards. We have copies of such correspondence in our files.

Let's put the blame squarely where it belongs—with the theatre owner who sets theatre policy and determines what films are to be played. If he is peddling obscenity, let him suffer. But keep hands off the people who are doing their jobs as best they can.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Diamond Rings

Mr. and Mrs. Anthony D'Amico, Brooklyn, N. Y., announced the engagement of their daughter, Theresa, to Anthony S. Farinacci, attorney with the legal department of Walt Disney Productions in New York.

### Obituaries

Mrs. Lillian M. Pier, 41, employed as a cashier at the Capri, Binghamton, N. Y., who had also worked previously at the Strand and Capitol in Binghamton, died at her home. She is survived by her husband, a daughter, a son, her father, mother, brother, and other relatives.

### Avolio Heads N. M. Exhibs

SANTA FE, N. M.—Lou Avolio, Albuquerque, was elected president of New Mexico Theatre Owners Association at its annual convention. Avolio succeeds Louis Gasparini, also of Albuquerque, who was elected chairman of the board.

B. J. McKenna, Raton, was elected vice-president, and Ed Kidwell, Roswell, was re-elected secretary-treasurer.

Elected to the board of directors were Paul West, Albuquerque; Lloyd Franklin, Clovis; Boyd Scott, Farmington; Les Dollison, Santa Rosa; B. J. Edwards, Gallup; Mark Cadle, Hobbs; Mike Zalesney, Las Cruces; Gene Haubner, Santa Fe; and Lowell Cain, Silver City.

M. B. Smith, vice-president of Commonwealth Theatres, Inc.; Kansas City, delivered the keynote address.

### Zuando Speaks His Mind

"My First Hundred Years In Hollywood" is the sprightly autobiography of Jack Warner, written in collaboration with Dean Jennings. It is brash, outspoken, and highly entertaining, particularly for those with more than a passing interest in the wild and wonderful world of motion pictures.

Jack may not compare as a writer with William Shakespeare or George Bernard Shaw, but they never had a guiding hand in the production of 5,000 feature films either. We read Jack's reminiscences with delight, and we recommend the book to every theatreman. In it are stories—some funny, some sad, some outrageous—about the greats and the near-greats of the motion picture industry.

All profits from the book have been earmarked by Jack Warner for industry charities. Do yourself a favor and pick up a copy.

Well done, Leon Zuando!

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 14

### N. Y. Appeals Court Rules

ALBANY, N. Y.—The Court of Appeals declared New York State's motion picture censorship procedure unconstitutional. The seven-judge tribunal held that the basic Education Law section on censorship violated the 14th amendment of the U. S. Constitution and was "null and void."

The effect of the ruling is that films need not be submitted to a state agency before public showing.

There was no immediate comment on the court ruling by leaders of the Legislature.

Ralph Hetzel, acting president, Motion Picture Association of America, however, hailed the appeals court decision, saying, "We are gratified that the Court of Appeals in the Trans-Lux 'A Stranger Knocks' case has confirmed the position taken by the member companies of MPAA in their pending suit against the Board of Regents that the New York State licensing statute is unconstitutional."

### Plitt To Head B&K

NEW YORK—Samuel H. Clark, vice-president of American Broadcasting-Paramount Theatres in charge of theatre operations, announced that Henry G. Plitt had been named president of Balaban and Katz Corporation, AB-PT subsidiary which operates film houses in Illinois and Indiana from headquarters in Chicago.

Plitt will succeed David B. Wallerstein, who retires at the end of the year after 39 years of service with B&K.

Until the selection of a successor, which is expected shortly, Plitt will continue to serve as head of ABC Films. He will take over as B&K head the first of the year, and will headquarter and reside in Chicago. He presently lives in New York City.



With Robert Mitchum doing the recruiting, some of Philadelphia's top models enlisted to serve as "newsgirls" for Variety Club Tent 13's Old Newsboys Day on June 18 in cooperation with the Philadelphia Inquirer. The girls are Renata Guglielmo, Lacey James, Mae Madrid, and Nina Scott, seen with chief barker David E. Milgram on the right.



## BROADWAY GROSSES

### "Rolls Royce" Rolls On

NEW YORK—With the exception of Radio City Music Hall, where MGM's "The Yellow Rolls Royce" continued on its merry way, and the reserved seat attractions, which held up well, there was no perceptible change in the business of the Broadway first runs. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE YELLOW ROLLS ROYCE" (MGM). Radio City Music Hall, with usual stage show, did \$111,000 from Thursday through Sunday, with the fifth week bound to hit \$175,000.

"MIRAGE" (U). DeMille reported \$10,000 for the third week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli claimed \$47,000 for the 15th reserved seat week.

"UP FROM THE BEACH" (20th-Fox). Loew's Capitol reported \$13,000 for the opening week.

"LORD JIM" (Columbia). Loew's State with reserved seat policy did \$13,000 for the 16th week.

"THE TRAIN" (UA). Astor did \$14,000 on the 13th week.

"DR. NO" (UA) and "FROM RUSSIA WITH LOVE" (UA). Victoria with these James Bond reissues tallied \$18,000 on the third week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed \$22,000 on the 17th week of reserved seat policy.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, did \$58,000 on the 34th week.

"BRAINSTORM" (WB) and "WOMAN WHO WOULDN'T DIE" (WB). RKO Palace stated the opening week was \$12,000.

### Weintraub Buys Panavision

HOLLYWOOD—Producer Sy Weintraub has purchased 100 percent control of Panavision, Inc., in a multi-million dollar cash transaction. Robert Gottschalk, president and chief executive officer, will remain at the helm of the company. Weintraub stated, "There will be no personnel changes nor operational changes; our goal will be in the development of new optical and photographic techniques and the continued perfection of the Panavision process."

Weintraub, whose Banner Productions embraces a tv distribution company, a feature film producing company, and radio and tv stations said, "The acquisition of Panavision is part of our continuing program to be active in all phases of the entertainment industry. Panavision to me represents the IBM of the motion picture business. Over 90 percent of all wide-screen features are shot in the Panavision process; the last six Academy Awards for best photography have been in the Panavision process. In a visual medium, the science of optics is the very soul of picture making, and Panavision is the largest research and development company in this industry."



# All-Time Record Earnings For UA

## Comm. Against Pay TV Nixes Hartford Appeal

NEW YORK—The Joint Committee Against Pay TV will not appeal the decision of the Federal Communications Commission which extended Phonevision's experiment in Hartford, Conn., for another three years, it was announced by Philip F. Harling, chairman of the committee, following consultation with its attorneys, Cohn & Marks.

In explaining the move, Harling, in a formal statement, said: "This decision not to interfere was made to demonstrate to the Commission that our position is a careful and reasoned one based upon strong public interest grounds. A good deal will depend upon our ability to later persuade the Commission, the Congress and the courts that Pay TV should not be permitted as a permanent medium and will indicate our good faith to obtain a respectful and attentive hearing in the Zenith and Teco pleadings which seek to compel this awful imposition on free TV to the detriment of the people at large, and the national economy.

"Where and when it is necessary to fight we will do so, as has been evidenced by the furious battle we have waged all over the country during the past 13 years.

"While we do not agree with the Commission's finding on the facts and on the law, no helpful purpose would be served if the temporary extension was temporarily stalled. Playing out the string will only continue to prove that the experiment was and is a bad dream, and that no matter what currency is fed to the machines, they cannot be merchandised because there is nothing to sell.

"The point to remember is that the experiment is not permanent whereas the Zenith and Teco bids should and will command our very determined attention and opposition."

## Wometco To "Big Board"

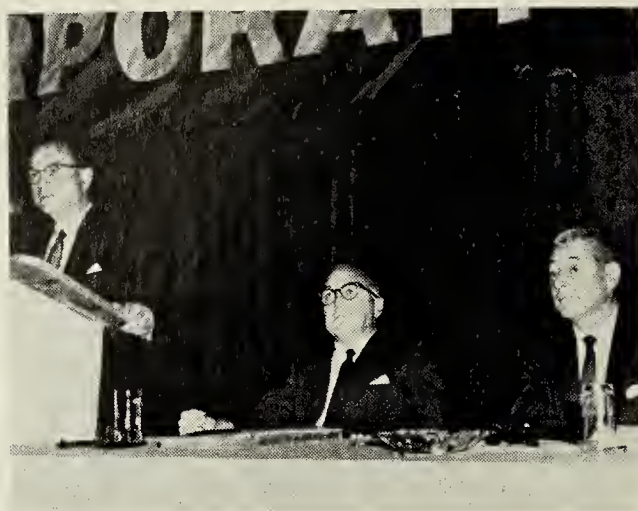
MIAMI, FLA.—The board of governors of the New York Stock Exchange has approved for listing Wometco Enterprises, Inc.

Trading in Wometco's Class A common stock is scheduled to begin July 7, one week in advance of the company's 40th birthday, July 14. The stock has been traded over the counter since 1959.

Mitchell Wolfson, president, commented that "The decision to list Wometco on the 'big board' is aimed at providing present and future shareowners with immediate access to a broad and closely regulated market."

## Court Okays Acquisitions

NEW YORK—Federal Judge Edmund L. Palmieri granted requests of American Broadcasting-Paramount Theatres to acquire a 900-seat house in the Bellaire Shopping Center at Hurst, Texas, and that of National General Corporation to acquire a 1,100 seat house in the Grant Shopping Center, Staten Island, N. Y., marking their first expansion into the East.



Robert Benjamin, Arthur Krim and Arnold Picker are seen at the recent United Artists' stockholders meeting in New York.

## General Cinema Earnings Double 1964 Half-Year

BOSTON—General Cinema announced that sales and earnings for the first half of 1965 ended April 30 attained record highs, with net earnings more than doubling the previous year's first half results. Net income after taxes was \$281,398, equal to 28 cents a share, against net earnings of \$135,135 or 13 cents a share for the same period last year. Revenues reached \$10,140,249, a 22 percent increase over the \$8,287,191 a year ago.

Richard A. Smith, president, credited the company's growing shopping center theatre division with producing the record increase in revenues and profits. He explained that business in the company's other theatre divisions was seasonally normal for the winter months.

During the period, the theatre company opened eight new shopping center theatres, seven of which were twins, bringing the total of shopping center units to 32 as compared with 20 at the end of the first half of 1964. The company also acquired two drive-in theatres and now operates a total of 83 drive-in, conventional, and shopping center theatres.

"Present commitments for further expansion of the shopping center theatre division," Smith said, "should propel our company to even higher ground over the next few years. Currently 10 theatres are under construction and are scheduled for completion by the end of the year. In addition, we have signed leases for 21 more units, all of which are nearing their construction stage and another 25 definite deals have been negotiated and are in the process of being finalized."

Smith said that he expected the company would again attain record highs in sales and earnings for the full fiscal year.

## N. Y. "Lady" Tops \$2,000,000

NEW YORK—The Criterion world premiere engagement of the Academy Award-winning Warner Bros. production of "My Fair Lady" passed the \$2,000,000 mark in gross receipts last week, it is announced by Charles B. Moss, president of B. S. Moss Enterprises, the theatre's owner.

The gross is the highest ever amassed by a single motion picture at a single reserved seat theatre in so relatively short a time, Moss noted. The matinee performance at which the milestone was reached began the 34th week of the engagement.

## First Quarter Bonanza Indicates 1965 As Best Year In Firm's History; Product Position Strong

NEW YORK—At the annual United Artists stockholders meeting, Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president, reported that UA's net earnings for the first quarter of 1965 were the highest for any quarter in the history of the company and amounted to \$3,042,000, after provision for income taxes of \$3,030,000. The net earnings for the comparable period of the previous year were \$2,078,000.

The shareholders were told that the gross world-wide income for the first quarter of 1965 totalled \$47,968,000, against \$37,556,000 for the like period in 1964.

The quarterly net represents earnings of \$1.51 per share on the 2,011,368 shares outstanding on April 3, 1965. This compares with the net earnings of \$1.03 per share for the first quarter of 1964, after adjusting the shares then outstanding to the number outstanding on April 3, 1965.

Referring to the full year 1964, it was stated that it proved to be the greatest year recorded in the company's history. Net earnings, after income taxes of \$9,360,000, aggregated \$9,261,000 or \$4.72 per share, which compared with a net loss of \$831,000 or 42 cents per share for 1963. The gross income for 1964 totalled a record of \$180,852,000, as compared with \$124,573,000 for the year 1963.

It was further reported that the upward trend is continuing into the second quarter of 1965 and net earnings for the second quarter will probably exceed those for the record-breaking first quarter of 1965. Theatrical gross for the first nine weeks of the second quarter was \$26,949,000, as compared with \$23,585,000 for the first nine weeks of the first quarter of 1965 and \$22,624,000 for the first nine weeks of the second quarter of 1964.

It was estimated that the net earnings for 1965 will exceed \$6.00 per share, which will make 1965 the most successful year in the company's history, and it is expected that this trend will be maintained in the years ahead.

All UA activities are reflecting the company's improved position, with revenue from television production and phonograph records also ahead of last year's pace.

Krim outlined the company's powerful feature film lineup and said, "We have never had such an embarrassment of riches. Our problem is how to space these pictures in release so that one success doesn't step on another."

The stockholder session was generally cheerful, interrupted only by a discussion of resumption of cash dividends. UA paid 80 cents per share in 1963, plus 2½ per cent stock dividend. Last year, the company paid five per cent stock dividend, and so far this year has declared 2½ per cent stock dividend.

Benjamin answered calls for resumption of a cash dividend by stating that the company believed it necessary to conserve cash for the large production program.



## N. Y., N. J. Allied Units Expect Record Convention

BUFFALO—Sidney J. Cohen, president, Allied Theatre Owners of New York State, announces a record number of inquiries on rates and other information on the combined convention of New York and New Jersey Allied, Aug. 2-5, at the Concord Hotel on Kiamesha Lake in the Catskills. Cohen declares that both he and Howard Herman, president of N. J. Allied, have received a flood of inquiries on the special package deal available to members of both organizations.



MICHAELS

Cohen advises members who plan to attend the dual meeting to send in their reservations at once.

Dewey Michaels, prominent Buffalo exhibitor and a past chief barker of Tent 7, Variety Club of Buffalo, has been named honorary chairman for the N. Y. Allied meetings during the convention.

Cohen also has named these chairmen of various committees: Jake Stefanon, Blatt Bros. Circuit, exhibitor chairman of the Booking Book, distributed at the convention; John Martina, Jo-Mor Theatres, Rochester, chairman of the golf tournament; Ronald Hoelcle, Holiday Theatre Circuit, chairman of hospitality; Gasper P. Mandola, Delavan, N. Y., Drive-In, chairman of prizes.

The following have been appointed members of the N. Y. Allied steering committee: Alvin Wright, Holiday Theatre Circuit; Marvin Atlas, Broadway Drive-In; Charles Finnerty, Jamestown; Samuel Sunness, Long Island; Sylvan Leff, Albany; Leonard L. Rosenthal, Albany; and Howard Goldstein, Schenectady.

## In Wake Of Me. Fiasco

BOSTON—Motion picture theatres and other spots showing closed circuit tv boxing will be out of business under the terms of a resolve filed by Rep. Aaron M. Shenberg, Boston.

What happened in Lewiston, Me., twixt Clay and Liston triggered the action in Boston, where the fight was drummed out of town by Suffolk County District Attorney Garrett H. Byrne, and could kill the lucrative closed circuit tv of professional boxing.

The study resolve, filed by Shenberg, calls for a moratorium on boxing and any closed circuit tv of prizefights until a federal investigation is completed.

Gov. John Volpe said at his weekly conference when asked if boxing should be outlawed in Massachusetts: "If it's always fought as it was in Lewiston, it might be a good idea."

## UA's Rodriguez To Japan

NEW YORK — Fernando Rodriguez has been appointed United Artists general manager in Japan, it was announced by Eric Pleskow, UA vice-president in charge of foreign distribution.

Before joining UA in February, 1960, as the company's manager in Puerto Rico, Rodriguez was general manager in Japan for Columbia and Allied Artists from 1951 to 1960.

Rodriguez replaces Edgar Kerner, who will be reassigned to a post in Latin America for United Artists.

# Heart Of America Exhibs Become First Unit In Both TOA, Allied



Jack L. Warner, president, Warner Brothers Pictures, was honored in Washington, D. C., for producing a new patriotic short, "The Land We Love," as a gift of the industry to the Treasury Department for the promotion of U. S. Savings Bonds. He is seen with Vice-President Hubert Humphrey, and left, Senator Thomas Kuchel.

## Col.-DeLaurentiis Sign Exclusive 3 Yr. Contract

NEW YORK—In a multi-million dollar production and worldwide distribution deal, Columbia Pictures Corporation has signed an exclusive three-year contract with producer Dino De Laurentiis under which De Laurentiis will produce a series of major international motion pictures to be distributed worldwide by Columbia.

This was announced following a meeting in New York between Columbia's Leo Jaffe, executive vice-president, and M. J. Frankovich, first vice-president in charge of world production, and De Laurentiis, who flew in from Rome to finalize the deal.

The contract with Columbia does not include distribution of De Laurentiis' already-completed production of "The Bible," which is being released by another company.

The deal will involve important story properties including "The Dark Angel," based on Mika Waltari's novel of the same title and to be filmed on location in Istanbul; "The Absurd Universe," to be directed by Federico Fellini and to star Marcello Mastroianni; and Albert Camus' famed novel, "The Stranger," to be directed by Luchino Visconti on location in Algiers. Other titles announced were: "Operation Paradise," "Zachary," "Barberella" and "Mademoiselle Docteur."

## Heineman's Son Makes Music

NEW YORK—John J. Heineman, son of United Artists vice-president and Mrs. William J. Heineman, has been named one of the six winners of Broadcast Music's 13th Annual Student Composers Awards.

The BMI awards are given to assist composers under the age of 26 and are based on creative talent as displayed in the student's original manuscript.

Young Heineman's winning compositions were "Continuum" and "Views." The latter was premiered at the Teatro Delle Arti, contemporary music festival in Rome, held on the same day as the SCA judges chose it for the award.

DETROIT—With all the talk anent Allied-TOA unification comes an announcement which is at once a "first" and probably an omen of things to come nationally.

From the National Allied office here comes the news that Douglas J. Lightner, president, United Theatre Owners of the Heart of America in Kansas City, and Jack Armstrong, president, Allied States Association of Motion Picture Exhibitors, have revealed that United has affiliated with National Allied.

The "first" is that United also carries a membership in TOA. The omen of dual membership seems to be geared into the future, nationally.

That the first instance of duality should be in the Kansas City area is logical. About a decade ago, groups of both TOA and Allied units broke away and formed their own organization. Some time later the new unit joined TOA, and now Allied. UTO has long been urging the merger of both organizations.

The new affiliation means all United theatre owners automatically become Allied members. Among the new benefits thus accruing are inexpensive life and personal accident insurance, group policy availability, certain type of theatre insurance, and a subscription to the Allied Bulletin.

UTO has for the past nine years conducted the "International Show-A-Rama" conventions.

UTO chairman of the board Jay Wooten has been elected a National Allied director, with president Douglas Lightner, general manager of Commonwealth Theatres, Inc., standing by as alternate.

Other officers are Glen W. Dickinson, Jr., Dickinson Theatres, first vice-president; Abbot Sher, second vice-president; Beverly Miller, head of Miller Theatres, treasurer; and Roy Hill, Fox Midwest, secretary.

In addition to the above, other directors are Fred Souttar, Fox Midwest; Leon Hoofnagle, Commonwealth; Calvin Strowig; Glen Hall; Leon Robertson; Glenn Cooper; Paul Kelly; Dennis Montee; Elmer Bills; Dick Conley; Richard Orear; Al McClure; Stan Durwood; Paul Ricketts; and James Cook.

Offices are at 114 West 18th street, downtown KC, where Norris B. Cresswell presides as executive secretary.

A drive is planned to get every exhibitor in the several states where UTO operates to join.

## Radio City Vets Honored

NEW YORK—Three Radio City Music Hall staff members were honored for 30 years of service to the theatre. The Music Hall veterans, Albert Stillman, staff lyricist; Anthony Pellicano, head of the costume department hat shop; and Alan Brown, member of the theatre's security department, were among 29 new members of the Rockefeller Center, Inc., 30-Year Club presented with inscribed silver bowls by Laurance S. Rockefeller at a reception and dinner held at the Rainbow Grill in Rockefeller Center.

Three Music Hall employees were also among 18 new members inducted into the 20-Year Club. They are Arline Herrmann, secretary to Russell V. Downing, the Music Hall's president; Gertrude Kooperman, cashier; and Katherine Tawdrul, costume department.



# Dallas Files Answer To Exhib Suit Against Classification Ordinance

DALLAS—City Attorney N. Alex Bickley disclosed that the City of Dallas has filed an answer to a suit in which theatre operators are attempting to declare unconstitutional a recently passed city motion picture ordinance.

The city is asking that an injunction presently in force against the ordinance be denied and that a federal court declare the ordinance to be constitutional.

On April 15, 11 Dallas theatre firms and operators filed the suit. The city's answer was filed in the U. S. District Clerk's office.

The charge that the ordinance would establish a system of prior censorship was vigorously denied by the city.

The city maintains that the ordinance does not represent prior censorship, but it does represent a classification in an attempt to protect the youth of the community from immoral and prurient philosophies when the producers and the exhibitors of the films themselves refuse to do so.

Also denied by the city was the fact that the ordinance would suppress or restrict the rights of the theatre operators.

The ordinance does not interfere with the theatre's rights of communication to all its patrons, as previously charged, unless it is of a harmful nature, the city stated.

According to the theatre operators, television would be given first chance on some of the films. The city declared that if the pictures were shown first on television prior to their showing in theatres, it was a matter that is controlled by the producer of the film and is not a matter of litigation in this lawsuit. The common practice is to show pictures on television several years after they have been shown as first run in theatres.

The city said that the classification as advertised within the city limits, either suitable or unsuitable for teen agers under 18, would act as a deterrent wherever the advertised film is being shown.

The theatre operators were charged with failing to police their own industry and making no distinction between adults and those below the age of 18 years who were being allowed to attend the exhibits unaccompanied by their parents.

## Myerberg Seeks Damages In "Hansel-Gretel" Fight

NEW YORK—Michael Myerberg recently entered a legal action against Selman and Barry Yellen and Childhood Productions, Inc., in the Supreme Court of the State of New York, asking for \$2,000,000 damages and a permanent injunction against the Yellens and Childhood Productions from proceeding with their projected release of a purported film entitled "Hansel and Gretel."

Myerberg alleges that the Yellens and Childhood Productions, Inc., are guilty of unfair business practice in attempting to capitalize on the success of Myerberg's recent release of his film, "Hansel and Gretel," which has opened in 250 theatres in New York, New Jersey, Albany, Washington, and Baltimore during the past months.

In a number of areas, it is alleged that Yellens and Childhood Productions representatives are attempting to secure dates, claiming they represent the Myerberg picture.

## "Glory Guys" Premiere Set

COLORADO SPRINGS, Colo. — "The Glory Guys," a United Artists release, will have its world premiere on June 22, inaugurating the opening of the new Cinema 70 Theatre, with stars Tom Tryon and Harve Presnell participating. Cinema 70 is the newest in the Westland circuit, which is headed by Larry Starzmore.

Special guests at the opening will be 150 exhibitors, who will inspect the theatre and engage in a round of festivities and civic events. Also attending will be members of the press from Denver, Albuquerque, and other regional cities.

Starzmore will open the festivities with a gala cocktail party at the Broadmore Hotel in Colorado Springs. He described the Cinema 70 as "years ahead of its field."

## Hetzel, Johnson Elected To Top Posts In MPEA

NEW YORK—The annual meeting of the directors of the Motion Picture Export Association of America, Inc., was held in the MPEAA board room.

The meeting was chaired by Ralph Hetzel, who was elected executive vice-president and acting president; G. Griffith Johnson was elected executive vice-president.

The following incumbent officers were re-elected: Kenneth W. Clark, Robert J. Corkery, William H. Fineshriber, Jr., Irving A. Maas, and George C. Vietheer, all vice-presidents; Sidney A. Schreiber, secretary; Stanley R. Weber, treasurer; Herbert J. Erlanger, assistant secretary and assistant treasurer; and Thomas J. McNamara, assistant treasurer.

At the annual MPEAA stockholders meeting, the following representative directors and directors-at-large were elected for their respective stockholding companies:

Allied Artists International Corp.—Roger H. Sultan, representative director, and Claude Giroux, director-at-large; Columbia Pictures International Corp.—Bernard E. Zeeman, representative director, and Mo Rothman, director-at-large; Metro-Goldwyn-Mayer, Inc.—Albert A. Fisher, representative director, and Maurice Silverstein, director-at-large; Paramount International Films, Inc.—J. William Piper, representative director, and Barney Balaban, director-at-large; 20th Century-Fox International Corp.—David Raphael, representative director, and Seymour Poe, director-at-large; United Artists Corporation—Andrew Albeck, representative director, and Eric Pleskow, director-at-large; Universal International Films, Inc.—Felix M. Sommer, representative director, and Milton R. Rackmil, director-at-large; Warner Bros. Pictures International Corp.—Wolfe Cohen, representative director, and Ben Kalmenson, director-at-large.

Hetzel was elected as an additional director-at-large.

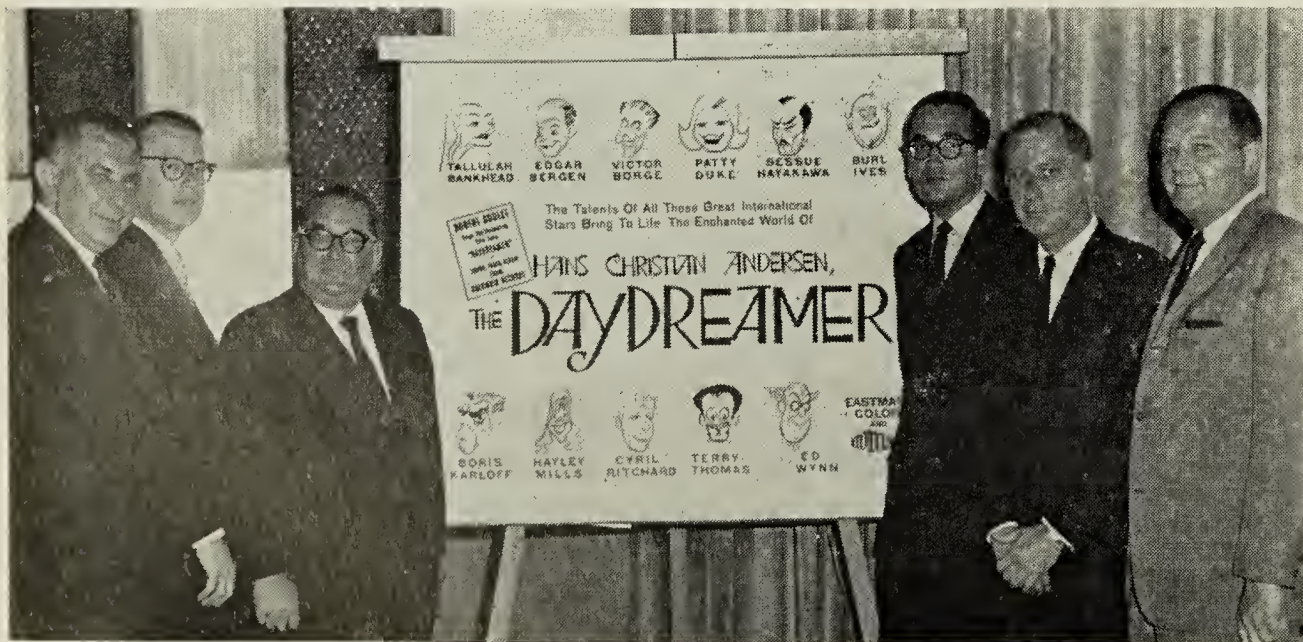
The annual meeting of the stockholders of the American Motion Picture Export Company (Africa) Inc. also was held. Vietheer, vice-president, presided. The following were nominated and unanimously elected as directors of the corporation: Max Greenberg, Warner Bros.; Hetzel; Joseph J. Laub, Buena Vista; Seymour R. Mayer, MGM; Piper, Paramount; Pleskow, UA; Raphael; 20th-Fox; Vietheer; and Zeeman, Columbia.

The MPAA also announced the annual "Movies and You" awards.

"The purpose of the awards," according to Mrs. Twyman, "is to encourage the members of the General Federation of Women's Clubs to become more aware of the importance of motion pictures in today's community life; more conversant with ways to improve film entertainment; and better acquainted with the sources of information about movie content that will aid both adults and children in the selection of films."

Member clubs of the General Federation are supplied with entry forms in which the club president or motion picture program chairman may describe in detail the highlights of the organization's film project.

The awards consist of a five-day all expenses paid trip to Hollywood for the winner and her husband or a companion, and a \$500 cash award to the club of which the winner is a member. Second place in the competition will be a \$250 cash award to the club; and finally, a plaque will be presented to the exhibitor who cooperated with the club from which the winner was selected.



Joseph E. Levine, Embassy Pictures, is joined by executives of Videocraft International at a luncheon in New York at which he announced that Embassy will release four live action, animated, and "Animagic" color films based on fairy tales of Hans Christian Andersen and featuring the voices of international stars. From left to right are Leonard Lightstone, Embassy executive vice-president; producer Arthur Rankin, Jr.; Levine; director Jules Bass; composer Maury Laws; and D. J. Ederle, Embassy vice-president and general sales manager.



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A NEW HIGH  
AT THE  
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Word-of-mouth preview screening program — to be held in major cities across the land three weeks in advance of opening.

Round-the-clock promotional events for simultaneous nationwide openings.

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New American Library pocketbook edition to add still more readers to the audience who skyrocketed the hardcover edition to the top of the best-seller lists.

“Von Ryan's Express March” for all-out music promotion of film's title — available on 20th Century-Fox Records.

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Dynamic action teaser and theatrical trailers. AND

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## **STANDEE**

with special double electric flasher behind title. Order now at \$25.00 each from 20th Century-Fox Exploitation Department.





## Heston Doffs Hat To Gals At Clubwomen's Convention

NEW ORLEANS—Charlton Heston addressed the opening banquet of the General Federation of Women's Clubs annual convention in the grand ballroom of the Jung Hotel.

In presenting his subject, "Hats Off To The Ladies," Heston commented on the problems of the actor in today's film production. He said; "The actor has a great deal of responsibility to reflect credit on the film industry wherever he travels throughout the world."

On the problem of censorship, Heston spoke with deep feeling. He stated; "In a free society such as the United States, the problem of censorship is best solved on an individual basis. A painting or a book or any other artistic undertaking is an individual effort. Censorship has always been a problem to the artist, and there are no easy answers to this problem. Critical standards which can be applied to all art must be developed within the home. Parents are ultimately responsible for teaching this to their children."

Heston related some of his experiences on a recent trip to Africa, arranged by the State Department, when he made personal appearances in Nigeria.

Heston was high in his praise of the fine work being accomplished at the community level by club women both here in the United States and abroad.

Mrs. William H. Hasebroock, president of the General Federation of Women's Clubs, presented Heston with a certificate of appreciation. Mrs. Thomas R. Houde, director of Junior Clubs, presented Heston with a letter opener engraved with the seal of the General Federation. She commented, "This will help you to open your fan mail."

Margaret G. Twyman, director of the Community Relations Department of the Motion Picture Association of America, introduced Heston to the group.

Arrangements for Heston's appearance were made by Universal Pictures and 20th Century-Fox. Heston will appear as Michelangelo in Fox's upcoming "The Agony And The Ecstasy." He also is starred in Universal's "The War Lord."

The community relations department of the Motion Picture Association of America set up a prominent exhibit at the Jung Hotel in connection with the convention.

This is the first time that the MPAA has participated in the General Federation's annual convention. The key element in the Association's exhibit is a blowup of the "Movies And You—Reel I" booklet. The cover of the booklet simulates a 16mm shipping container with which clubs and schools are most familiar. Projected in front of the white back-drop with the Motion Picture Association of America in red lettering is a quotation from Mrs. William H. Hasebroock, president of the General Federation of Women's Clubs—"Movies are very much a part of our culture and merit our attention as responsible citizens."

The exhibit also features eight color transparencies of eight important films either in release or planned for release in the near future.

Miss Marian Ross, community relations associate, was on hand to supervise the exhibit and distribute especially prepared materials, which spell out the details on how every one of the 15,500 clubs can conduct a motion picture program during the ensuing year.

## Movielab "Wildcat" Strike Brings Call For Eastern Production Boss



Pierre Salinger accepts the good wishes of seven-year-old CF Poster Girl Lisa Behr on his appointment as general chairman for the National Cystic Fibrosis Research Foundation's 1965 campaign to raise \$100,000 in southern California.

### Salinger Heads Charity Drive

LOS ANGELES — Pierre Salinger, vice-president of National General Corporation, has accepted the post of general chairman for the National Cystic Fibrosis Research Foundation's 1965 fund-raising campaign in southern California. His acceptance was announced by Dr. Walter Platz, national Associate director of the Foundation.

Salinger plans to enlist the support of film personalities and industry leaders in an all-out drive to attain the Foundation's 1965 goal of \$100,000. "Several major theatrical events will highlight the program of activities," he stated. "While fund-raising will, of course, be the main objective, I am determined that the public be better informed about this little-known but virulent children's disease which unbelievably affects a child born every two hours," he added.

### Cukor Fellowship Awarded

LOS ANGELES—The George Cukor Fellowship for graduate study in the Cinema Arts and Sciences at the University of Southern California has been awarded to Gary Davis, 24, Charleston, S. C.

Cukor, Oscar-winning director of "My Fair Lady" and many other top Hollywood motion pictures, and the year's choice of the Directors Guild of America as best director, presented the \$1750 check to Davis in the office of Dr. Norman Topping, USC president.

Davis, seventh USC student to receive the Cukor award, has a Bachelor of Fine Arts degree from Pratt Institute in Brooklyn, N. Y. He is a candidate for the Doctor of Philosophy degree in communication-cinema.

### Anti-Trust Suit Settled

NEW YORK—Cinema Theatre Corporation's \$300,000 anti-trust suit against Stanley Warner and Loew's was settled out of court and dismissed, with the settlement terms not revealed.

The complaint had charged that SW, operating the Embassy, North Bergen, N. J., had conspired to keep Cinema's Cinema, Union City, from getting a desired run.

NEW YORK—"The film industry in the east needs an impartial chairman with authority to enforce no-strike clauses ignored by irresponsible parties," according to Saul Jeffee, president of Movielab, Inc.

The film processing laboratory is currently the victim of a "wildcat" strike which began June 4, involving members of the I.A.T.S.E. Local 702 headed by Richard Gramaglia, president and business agent. Despite a telegram from Walter Diehl, I.A.T.S.E. assistant international president, notifying the local that the strike was illegal and ordering the men back to work, the laboratory workers have not complied.

Jeffee, referring to the substantial effort now being made to boost film production in New York and create an improved climate for east coast film-making by the Film Producers Association, Television Producers Association, the East Coast Council of I.A.T.S.E., and the 4A's, emphasized that the heart of the plan under consideration was to guarantee continued shooting despite labor differences that might arise on the set.

"We need the same kind of plan with teeth in it to guarantee continued film processing despite grievances that come up in the laboratory or any other part of the industry. This kind of work stoppage is unforgivable and should not happen. It gives the industry on the east coast a black eye needlessly. Our contract with the union has established grievance procedures that ostensibly guarantee against work stoppages but they are being ignored in an arbitrary and high-handed fashion," Jeffee added.

The president of Movielab pointed out, despite all grievances, no one had been discharged or disciplined prior to the walkout and that the officers of Local 702 had ignored a call to a New York State Mediation Board meeting. The controversy involved disputes over enforcement of work rules established by the laboratory with the union. The company's offers to submit the disagreements to arbitration were rejected. The existing contract expires Sept. 30, 1965.

"All we are asking for is a day's work for a day's pay," Jeffee concluded, "and it is unfortunate that faithful employees are being misled by certain irresponsible cliques and losing pay. At the same time, the company is unable to properly serve its customers. Eastern production needs guarantees against future setbacks and, I believe, an impartial chairman, with the necessary power to act, is the answer."

### Record Crowd At Golf Tourney

NEW YORK—A record turnout of close to 200 golfers teed off last week at the Briar Hall Golf and Country Club at Briarcliff Manor, N. Y., in the 14th annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith. Tournament chairman was Martin Levine. The number of participants swelled to 300 by the time the prize awarding took place at the banquet.

Everybody walked home with something since the Lodge distributed Cinema Lodge key chains and bottles of Williams Aqua Velva, and more than 75 gift donors made it possible to award more than 200 golf prizes and more than 150 door prizes.



# COMPO Urges Tax Follow-Up; Cites Leaders At Spring Meeting

By Mel Konecoff

NEW YORK—The state of the industry was the prime topic of discussion at the annual spring meeting of the Council of Motion Picture Organizations, held at the St. Moritz Hotel here last week, with results quite satisfactory according to Charles E. McCarthy, COMPO executive vice-president.

LaMar Sarra, of TOA suggested that organizations active in the concession end of the business be invited to join COMPO and participate in its activities and this was adopted by the attendees.

T. Manning Clagett of the MPAA reporting on censorship, said while many state legislatures adjourned without adverse action as regards censorship, N.Y.'s was still in session and would have a harmful impact on the rest of the country should censorship measures pass. He thought that in N.Y. the industry faced "its worst thrashing of the last forty years." McCarthy was instructed by those present to draw up a communique to N.Y. legislators urging the defeat of censorship measures which are contained in some twenty bills.

The report of the national tax campaign committee by C. Elmer Nolte, Jr. will be distributed to exhibitors everywhere. Expected tax cuts on admissions, when enacted by Congress, is expected to save the industry many millions of dollars. COMPO, said McCarthy, has not taken a stand as to whether or not the savings should be passed on to the public. The members of the committee (Nolte, Sarra, Ed Cooper, Wm. Namenson, Martin H. Newman, Richard Walsh and McCarthy) were presented with engraved scrolls in appreciation for their efforts on behalf of exhibition in this area.

Ben Marcus, one of the triumverate, paid tribute to COMPO as one organization in the industry that really represents unity in purpose and action, seldom seen in the business.

A report by Sarra on the Federal minimum wage law was not made public.

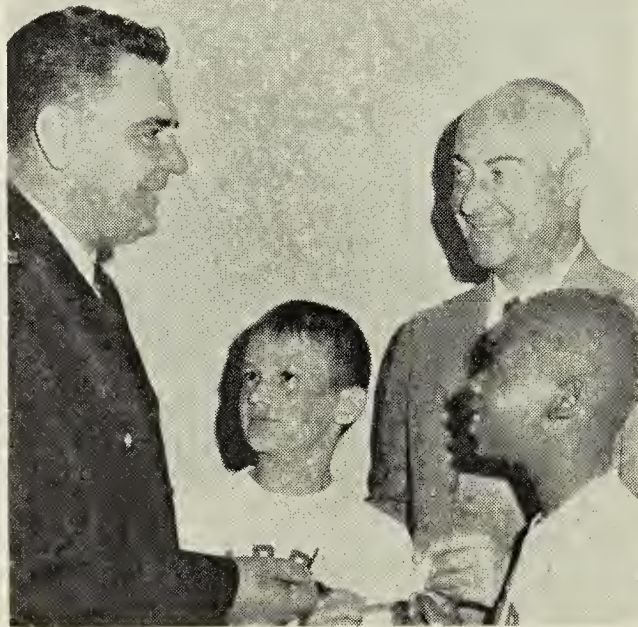
McCarthy reported that COMPO turned down an invitation to participate in a motivational research project covering theatre attendance conducted by the University of Denver on behalf of TOA and the MPAA. COMPO would have replaced the Producers Guild which withdrew from the project.

Sarra urged COMPO to alert local exhibitors to be aware of the dangers of having state and local governments rushing in to pick up taxes cancelled by the Federal government. Exhibitors will be urged to join with other business groups to prevent this, and a motion was adopted to this end.

Eugene Picker, another triumverate member, reported that the plan to increase the number of pictures produced had bogged down under differences of opinion between committee members, but hoped portions of the program could be salvaged.

Samuel Pinanski, the remaining triumverate member, suggested COMPO alert exhibitors on the threat and trend to seek local increases in real estate assessments and taxes, and again to link action with other interested local groups to forestall these motions.

Russell Downing, treasurer, urged the support of COMPO by all exhibitors. Howard Herman, president of Allied of N.J., urged COMPO to promote a community film study



Morton Gerber, chairman, Variety Club Tent 11, Washington, D. C., and president District Theatres Corporation, recently presented a check for \$1,000 to Captain John Dials of First Precinct Metropolitan Police Department for sending underprivileged children to summer camp. Robert Irving and Tommy Humphries, members of the Police Boys Clubs, look on.

## Levine-O'Toole Pact

LONDON—Joseph E. Levine's London-based Anglo Embassy Productions, Ltd., has concluded an agreement with independent producer Jules Bricken, and with Keep Films, Ltd., the production company owned by actor Peter O'Toole and producer Jules Buck, for the co-production of two motion pictures.

The two projects are "The Assassins," based on the contemporary thriller by Frederic Mullally, which will be produced by Bricken, and "To See a Stranger," adapted from the suspense novel by Margaret Lynn. The latter film will be produced by Ronald Kahn, with Bricken serving as executive producer. Both films will be released world-wide by Embassy.

program by exhibitors and distributors wherein school children and others could view appropriate films during off-times, study them and hold discussions. Cooperation was urged with MPAA, which has such an operation on its agenda. This motion was approved.

Emanuel Frisch proposed investigation of some of the problems that might interfere with theatre attendance such as travel to and from theatres on unsafe streets at night, urging action with other interested groups.

The meeting adjourned after Sarra proposed a resolution praising Ed Cooper and T. Manning Clagett, Washington legislative representatives, for their activities, and that this be forwarded to the MPAA and to member companies of that organization.

Among those present were Samuel Pinanski, Ben Marcus, Eugene Picker, C. Elmer Nolte, Jr., LaMar Sarra, Ed Cooper, T. Manning Clagett, Morton Sunshine, Max A. Cohen, Wm. Namenson, Martin H. Newman, Bernard Diamond, C. E. Cook, Richard Brandt, Tom Brandon, Michael F. Mayer, Howard Herman, Richard Walsh, Harry Goldberg, Sidney Schreiber, Joseph Alterman, Emanuel Frisch, Burton Robbins, and others.

## Ohio Towns Strengthen CATV Franchise Rules

COLUMBUS, O.—New and stronger ordinance regulating granting of community antenna television franchises was introduced in Whitehall City Council. A weaker measure, introduced earlier, was tabled indefinitely. The new legislation calls for granting a non-exclusive CATV franchise to Multi-Channel Cable Co., Portsmouth, Ohio.

The new ordinance calls for these additional provisions:

The firm shall come under control of the Federal Communications Commission, if and when the FCC acts to take over CATV regulation.

The firm shall not alter programs of any tv station and will carry all local tv stations.

The licensee shall furnish an annual report of its operations.

The system must be in at least partial operation within 12 months.

The license will be non-exclusive.

The firm must provide a local weather, time, and music channel.

The licensee must post a \$50,000 performance bond.

In Marion, Ohio, representatives of four CATV firms seeking franchises met with the utilities committee of city council. Councilman George Roest, committee chairman, said he would report at the June 14 council meeting on its recommendations. Mayor Karl Dune said he believes the city should franchise the service to protect the city and CATV patrons. Jack Boyd, sales manager, General Telephone Co., said his firm is ready to supply facilities for CATV service in Marion.

## Para. Adds New Shorts

NEW YORK—Paramount Pictures is enlarging its short subjects program to a total of 50 releases for the 1965-66 season, it was announced by Herb Gillis, national sales director for special attractions.

An increase of 10 releases over the previous season, the new all-color program is Paramount's most ambitious short subjects schedule in recent years, Gillis said.

"The demand for good, entertaining shorts has never been greater," Gillis noted, "due to the elimination of double-feature policies in many situations and to a genuine need for suitable programming material for drive-ins and hard-tops that cater to the family audience."

Highlighting Paramount's 1965-66 program will be two new cartoon series, "Honey Half Witch" and "Nudnik." In all, there will be 35 cartoons, including seven "Noveltoons," seven "Modern Madcaps," seven "Honey Half Witches," six "Nudniks," and eight "Popeye Champions."

In the area of live-action shorts, "Two-Reel Specials" are being increased to a total of four and "Travel Adventures" to a total of five. In addition, there will be six "Sports in Action," produced by Winik Films.

## Quigley Directs Hall Lighting

NEW YORK—Robert S. Quigley has been named director of stage lighting of Radio City Music Hall, it was announced by Russell V. Downing, president of the Rockefeller Center. Quigley succeeds the late Eugene Braun, Music Hall lighting director from its opening in December, 1932.

Quigley joined the Music Hall staff in November, 1943, as Braun's assistant, having previously worked as chief electrician in the legitimate theatre in New York City.



## Community Film Programs Key Better Understanding

MILWAUKEE — William M. McCutchen, Motion Picture Association of America, community relations department associate, addressed the Better Films Council of Milwaukee at their annual spring luncheon at the Ambassador Hotel.

Commenting on the thoughtful selection of motion pictures, McCutchen said: "Today thoughtful moviegoers select their film entertainment on the basis of their special interests. Some find relaxation and escape in light comedies, spectacular musicals, or outdoor adventure films. Others prefer films which probe and challenge and sometimes even shock us into deeper understanding. Informed motion picture selection today has become an essential part of a satisfying motion picture theatre experience."

In stressing the importance of initiating community programs involving the local exhibitor, McCutchen said: "Such programs help develop a better understanding of the motion picture throughout the community. This in turn creates a better informed and more appreciative movie audience."

"Such programs that bring together the local theatreman and the leaders of the community may prove to be a very profitable relationship for the organization. In seeking the active participation of the theatreman in your club's film activities, you will gain a better understanding of him and some of his problems, and he in turn will better understand your thinking about motion pictures, which will be helpful to him in relating his product to the community."

## Beauties Sell "Phoenix"

YUMA, Ariz.—Robert Aldrich suspended regular filming on "Flight Of The Phoenix" for three days so that he could personally direct a series of foreign-market trailers for this Association and Aldrich Company production for 20th-Fox release.

The trailers, like the feature, will have special stars in them—not from the cast of the feature, but young actresses selected after a long search, who had sufficient importance and significance in their own countries so they would give the film substance and sales impact. They include Anouk Aimee, from France; Pier Angeli, Italy; Elsa Cardenas, Mexico; Sylvia Syms, Great Britain; and Sonya Zieman, Germany.

Cost of the promotional project will run to at least \$300,000, with 20th-Fox executive vice-president Seymour Poe and advertising-publicity-exploitation vice-president Jonas Rosenfield, Jr., giving the okay after Aldrich convinced them the money would be well spent. A trailer campaign by Aldrich for "Four For Texas," featuring Anita Ekberg and Ursula Andress, was a rousing success.

Each of the actresses was given a week's contract, and Oleg Cassini was engaged to do costumes for them. They worked in the trailers with the entire cast on the American desert near here and in a drawing-room set built in the local Arizona Armory. They summarized in their native tongues what they saw on location and what they think of the picture.

## Blitz Joins Embassy

NEW YORK—Robert E. Blitz has been named Embassy branch manager for the Cleveland, Cincinnati, and Indianapolis areas, it was announced by D. J. Edele, vice-president and general sales manager.

# Gift In Memory Of Film Executive Brings New Theatre To Brandeis U

BOSTON—A gift in memory of a Hollywood film maker has made possible the building of the most revolutionary university theatre in the world, a fluted, pie shaped structure with a housing sprouting out of its center, unlike any other theatre anywhere. It was dedicated at Brandeis University in Waltham.

The \$3,500,000 Nate B. and Frances Spingold Theatre Arts Center was underwritten by Mrs. Frances Spingold, widow of the late Nate B. Spingold, who was vice-president and director of Columbia Pictures.

Joan Crawford was among the principal speakers at the dedication, and in conjunction with the dedication, Brandeis' 14th commencement exercises were devoted to the theme of the university and the performing arts. Honorary degrees were awarded to 11 men and women, prominent in the performing arts. They are motion picture director John Ford, playwright Lillian Hellman, actor Alfred Lunt, choreographer George Balanchine, actress Lynn Fontanne, drama critic Brooks Atkinson, actor Sir John Gielgud, dramatic historian Allardyce Nicoll, composer-producer Richard Rodgers, composer Roger Huntington Sessions, and Brandeis trustee Samuel L. Slosberg, noted patron of the arts.

Mrs. Spingold, internationally known art collector who made the theatre possible, was at the dedication and cut the ribbon.

The dedication ceremony opened with greetings by Brandeis President Abram L. Sachar, followed by remarks by Miss Crawford, and an address by Max Abramovitz, partner in the N. Y. architectural firm of Harrison and Abramovitz.

The dedication was made officially by Mrs. Spingold following the benediction. A preview showing of the loan exhibition of Mrs. Spingold's world famed art collection was conducted in the art gallery of the new edifice. A dedication banquet on the Brandeis campus saw Leo Jaffee, Columbia Pictures, university fellow, and chairman of friends of the university in the amusement industry, speaking.

Gov. John Volpe, Sachar, and Dr. Edwin Burr Pettet, chairman of the theatre arts department, also spoke at the banquet. Mrs. Spingold was presented with Brandeis University's first medal for distinguished service to higher education.

A reading by Lunt and Fontanne, "Justice Brandeis and Mrs. Holmes" was presented.

The new Spingold facilities will enable Brandeis to inaugurate a graduate program in theatre arts leading to the master's and Ph.D. degrees. The new program, starting next year, will be the 18th graduate area of concentration

being offered at the university. In conjunction with the beginning of the theatre arts graduate program, actor-director Morris Carnovsky becomes director of acting studies and professor of theatre arts. Carnovsky joins Brandeis faculty this September as adjunct professor of theatre arts, and will annually direct two professional cast plays in Spingold theatre. Also joining the theatre arts faculty in September are stage designer Howard Bay, scene painter Horace Armistead, and actor-playwright Charles Moore. Bay will become professor of theatre arts; Moore will serve as associate professor; and Armistead, who will assist Bay, has been appointed visiting professor.

The new Spingold Theatre introduces unprecedented concepts in performing and teaching facilities as well as theatrical architecture. Provision is made for projection facilities in two theatres; films will be shown, and film training and mechanics will be part of the new center.

Abramovitz, who was the architect for Philharmonic Hall in Lincoln Center, has designed a building approximately 200 ft. in diameter, circular in shape, with a free form scalloped roof suspended on a system of columns.

In addition to a theatre auditorium and projection facilities, the theatre contains workshops, design rooms, costume preparation and storage areas, seminar rooms, classrooms, faculty offices, rehearsal and dressing rooms, a little theatre, and a dance studio.

With its flexibility of performing, teaching, and service facilities, Spingold center ranks as one of the most advanced theatre plants in the world. There are three basic stages, the three-sided platform stage, theatre in the round, and end stage, plus built-in stages which are combinations of these. A chunk of free form shape, suspended on columns has been set off for a 750-seat concert hall, and a 250-seat director's theatre, a flexible theatre, which with bleachers allows for round staging. The two theatre levels both have projection cameras and booths, and there's also a tv studio. A theatre collection will be housed in the new building, and Brandeis has been collecting material for inclusion and seeking theatre memorabilia.

Brandeis is the baby of New England colleges, but in its short life, it has already achieved nationwide renown, particularly for its liberal and fine arts programs. Even in its earliest days, the university placed a premium on its role of encouraging and developing talent in the creative arts. In its 1948 beginnings, its eight member educational advisory committee included two members representing the creative and performing arts.

## Council Nixes Drive-In

DALLAS—The City Council has turned down a zoning proposal by Rowley-United Theatres Inc., that would have allowed the building of a large drive-in here on a 47 acre tract of land.

A successful fight was led against the zoning application by Mrs. Irving Hale. She said she represented six churches, six schools, several apartment dwellers, and hundreds of homeowners who would have been affected. She said she had made a survey and had

found that the average drive-in consisted of only 10 acres and that the one in Dallas that claims to be world's largest is only 22 acres.

Proponents of the application charge that only about 28 acres actually was to be used as a drive-in while the remainder would have been used as additional facilities for an auto company.

The council voted unanimously to deny the request on the part on which the theatre would have been constructed.



# The NEW YORK Scene

By Mel Konecoff

SEVERAL SCORE EXHIBITORS FROM THE NEW YORK AREA GATHERED AT the Baronet Theatre the other morning to listen to Columbia vice-presidents Rube Jackter and Bob Ferguson discuss the promotion and advertising efforts on behalf of the summer release line-up of the company. Jackter sounded very sincere in his statement that he would like to see the exhibitors present get more money out of the pictures when they played their theatres. The pictures are big and important, he noted, but need imaginative, enthusiastic support.

Jackter said films have no ceiling on grosses, and they can be greater than ever when you have what the public wants, but the public has to be stimulated to come out and attend.

Ferguson observed that the distributors are taking more and more risks while not making the profits they should. Some of the pictures are not doing the business they should, though advertising expenditures have been on the increase continually. The company is now spending thirteen million dollars a year on advertising to support pictures. "Unless we can get cooperation from the theatres we can't expect to do better," he said. Some theatremen, he lamented, don't use the materials provided them and this hurts. It wasn't possible for his department to go into each theatre and put up posters and run trailers he said.

Using a combination of slides, trailers, footage, newsreels and advertising displays, Ferguson presented detailed merchandising plans for "Lord Jim," "Cat Ballou," and "Genghis Khan." He noted that Columbia has created a "want-to-see" attitude through the use of roadshow engagements, special pre-release playdates and promotion plans for each film that "can bring the kind of grosses you have dreamed of."

"Lord Jim" has garnered more front page space than any film in recent years—more than 27 national magazines, extensive national television and newspaper coverage and merchandising tie-ins with the country's most important department stores. All of these have been incorporated into the new campaign on the film which is being readied for summer release.

"Cat Ballou," in its pre-release engagements across the country, had done very well at the boxoffice following successful sneak previews, word-of-mouth and screenings for opinion-makers, and he estimated that the film could be the biggest comedy money-maker in company history.

The spectacle "Genghis Khan" is receiving massive advertising placement as well as the biggest television saturation campaign ever set for a motion picture in New York. Three network stations here will plug the film in prime time the day before opening with the viewers estimated at 6,500,000. He felt that the public was ready to receive these three following appropriate softening-up time.

Also discussed were "The Collector" and "Ship of Fools," both of which are scheduled for pre-release this summer with general release planned for later in the year.

**THE METROPOLITAN SCENE: TO THE MANY PEOPLE WHO CALLED AND** wrote expressing sympathy over the recent loss of our dad, we extend blanket thanks until we can get around to individual expressions of gratitude . . . One of the sidelights of the United Artists stockholders meeting was the opinion of a medical doctor shareholder that there is therapeutic value in going to the movies and that emphasis to get people into the theatres should be aimed at young people to get them off the streets and out of mischief and towards the oldsters to whom he recommended film viewing as a great form of relaxation . . . Jimmy Stewart talk-sings "Shenandoah" on a Decca record . . . Many perusers of the N. Y. Times were curious about the ad in the real estate section which sought a "quiet, secluded house" with a "well-built cellar that can be made comfortable to keep a young female." Natchery it was in connection with William Wyler's "The Collector" and we wonder if they found one . . . Jerry Cutler left the AIP publicity department to form his own independent production organization, Seret Productions. Mike Kaplan, of the Independent Film Journal, replaces him working with the wonderful Ruth Pologe . . . Carl A. Gottlieb joined the Arthur Cantor office as production associate. He will be in charge of checking projects for presentation on stage . . . City College will reorganize its film courses in the fall to integrate them more fully into the liberal arts curriculum, according to Dr. Buell G. Gallagher, president of the college. He thinks films as an art form and means of communication have become increasingly important in our society . . . A series of special screenings of "The Agony and the Ecstasy" got under way in major cities across the country for educators, school principals, assistants etc., to allow educators to fit the subject matter into their curriculums for the fall . . . Any licensed medico named Dr. Schreck can attend the RKO Palace premiere of "Dr. Terror's House of Horrors" as the guest of Paramount Pictures . . . Someday we have to ask Jim Moran what he thinks of the feline of the species. That's an inside observation appreciated by a limited number of industryites and press people.

**POP-UP NOTE:** A TRICKY INSTITUTIONAL PROMOTION PIECE IS ON ITS WAY to exhibitors, television stations, press and magazine editors, etc., from Universal Pictures. It's a colorful item that is labeled "Things Are Popping At Universal" that is at peace in flat form but when you lift the cover, things literally pop. A model of the MCA Tower swings into position and at the windows of the tower are the personalities appearing in the current Universal Pictures in release and in Universal television shows. On the opposite field are large color shots of 15 of the world's biggest boxoffice names as well as titles of the film. It looks like it should be worth the two dollars it cost in conversational value alone. If you didn't get yours, nudge Universal.

## Church Stresses Policy Opposing Film Nudity

NEW YORK—The Episcopal Committee for Motion Pictures, Radio and Television, governing body of the National Legion of Decency, stated it "will continue to apply the policy of resisting every effort to employ nudity in film production."

It was believed that the body reiterated its position so that its policy would not be misconstrued by film makers, especially since the Production Code Administration review board had made an exception on nudity in "The Pawnbroker."

The statement of the Episcopal Committee, signed by the Most Rev. John Krol, D.D., J.C.D., Archbishop of Philadelphia, chairman; Most Rev. John A. Donovan, D.D., auxiliary Bishop of Detroit; Most Rev. Walter W. Curtis, S.T.D., Bishop of Bridgeport; Most Rev. Timothy Manning, D.D., J.C.D., auxiliary bishop of Los Angeles; and Most Rev. L. T. Lane, D.D., J.C.D., Bishop of Rockford, read:

"For several years there has been definite evidence of an attempt, till now unsuccessful, on the part of some producers to introduce nudity into major American films.

"In itself nudity is not immoral and has long been recognized as a legitimate subject in painting and sculpture. However, in the very different medium of the motion picture it is never an artistic necessity. The long history of film production proves that dramatic and artistic effort has been achieved without recourse to nudity in motion pictures.

"The temptation for film-makers to exploit the prurient appeal of nudity in this mass medium is so great that any concession to its use, even for otherwise valid reasons of art would lead to wide abuse.

"For this reason, the National Legion of Decency will continue to apply the policy of resisting every effort to employ nudity in film production. Though some may regard this policy as rigid and perhaps arbitrary, it is a policy which is in the best interests of the national community and of the motion picture industry itself."

## Ariz. Welcomes New House

PHOENIX, Ariz.—Associated Independent Theatres, Inc., will open the Valley's newest theatre in the Camelback Mall Shopping Center, Scottsdale, about July 15.

Charles (Scotty) Stokes, supervisor for A.I.T. in Arizona, formerly at the Plaza, Patchogue, Long Island will assume general management. He is also in charge of theatres in Hayden Plaza East and Hayden Plaza West.

The new theatre has a decor of "contemporary Scottsdale western" in keeping with the spirit of the town. It will have a capacity of 856, all push-back loge seats with facilities for smoking. The interior will have an unusual chipped-stone finish. Split-face masonry will expose the material. The ceiling will be adapted in a series of carved sections for acoustical as well as decorative purposes.

## Cutler Exits AIP Post

NEW YORK—Milton Moritz, American International national advertising-publicity director, announced that Jerome Cutler has resigned from the AIP publicity department.

Cutler, who works with eastern publicity director Ruth Pologe, will shortly leave the New York office to form Seret Productions, his independent production organization.



## Yugoslav Firm Schedules 25 For World Market

NEW YORK—Avala Films of Yugoslavia will produce approximately 25 motion pictures for world-wide distribution this year, it was revealed by Ratko Drazovic, general manager of the firm.

Drazovic said that Avala, previously associated with Columbia's "The Long Ships," owns 40 per cent of "Uncle Tom's Cabin," a German co-production, and is also partnered on "Girls For The Army," official entry at the Cannes Film Festival, produced by Maurice Ergas, directed by Mario Zurlini, starring Mario Adorf and Anna Karina.

Avala owns 48 per cent of "The Long Ships" and 51 per cent of the studio's newest release, "Genghis Khan," produced by Irving Allen, directed by Henry Levin, starring Omar Sharif, James Mason, Stephen Boyd, and Robert Morley, according to Drazovic.

"Of the 25 films we will produce this year," Drazovic said, "there will be 10 Yugoslavian films to be dubbed and subtitled for other nations; four German co-productions; four Italian co-productions; three films with director Nicholas Ray, the first of which is 'The Doctor and the Devils,' to star Maximilian Schell; plus one English co-production deal. There are five other films yet to be filmed," he added.

Drazovic said that Avala Films now has six modern sound stages located in Belgrade and that Yugoslavian location sites can duplicate the English countryside, China, Nicaragua, the Fjords of Norway, and the Russian steppes, among others.

## Caras Joins Kubrick Firm

NEW YORK—Stanley Kubrick announced the appointment of Roger Caras as vice-president of his Polaris Productions here in New York. Caras recently resigned as Columbia national director of merchandising for the United States and Canada. He had been with Columbia for 10 years performing in various executive capacities. He is a well-known author as well as film executive.

## Happy Birthday, Barney

NEW YORK—Leaders of the motion picture industry helped Barney Balaban, board chairman, Paramount Pictures Corporation celebrate his 78th birthday at United Jewish Appeal headquarters.

## House Unit To Hear Wage Plea By COMPO

WASHINGTON — The date of Monday, June 21, has been set for a hearing for the Council of Motion Picture Organizations before a subcommittee of the House Education and Labor Committee on the Administration's bill amending the Fair Labor Standards Act.

Charles E. McCarthy, COMPO executive vice-president revealed that he had received a letter from Rep. James Roosevelt, chairman of the subcommittee, inviting COMPO to present its case at 9:45 a.m. in the committee hearing room in the Rayburn House Office Building. Who will represent COMPO at the hearing has not yet been decided upon, McCarthy said.

The bill, as presently written, calls for elimination of the exemption of motion picture theatre employees from the Federal Minimum Wage Law. This exemption was written into the law in 1961, after a campaign by COMPO.

# LONDON Observations

By Jock MacGregor

FROM EVERY ANGLE, THE PREMIERE OF 20TH-FOX'S "THOSE MAGNIFICENT Men in Their Flying Machines" at Rank's Astoria was among the best. It was royal, star studded, and exhilarating. No sooner had the Duke of Edinburgh met Darryl F. Zanuck and his stars in the foyer than he was quipping about the cigars protruding from the breast pocket of director Ken Annakin and script writer Jack Davies. In the auditorium, spirits were also high. As soon as the royal fanfare faded and the tabs opened for the main titles, the evening dress audience who had paid top prices to support flying charities was with it. Indeed, I have rarely known a better house on such an occasion. They enthusiastically lapped up this scintillating Todd-AO mixture of slapstick, high comedy and adventure of the early days of aviation and the first air race between London and Paris. No greater credit can be paid to the picture than to record that despite the free champagne being lashed around during the intermission, no one was late for the second half—and certainly no one took advantage of the break to slip away. That's something in itself!

Afterwards, Percy Livingstone hosted a supper dance for his chief, Darryl F. Zanuck, Irina Dimick, Stuart Whitman, Terry-Thomas, Alberto Sordi, Sarah Miles, and others connected with its production, and magnificent flying men like Marshall of the Royal Air Force, Lord Douglas of Kirtleside, Wing Commander Douglas Bader, and Sir Alan Cobham, to name a few. What a joy it was to meet the principals of a movie under such circumstances and be able to be unreservedly enthusiastic. One did not have to think up something encouraging to say or fall back on that old cliché: "Gosh, you've done it again!" Zanuck was unquestionably elated with the reception when I congratulated him and Mlle. Demick, who reveals a wonderful flair for comedy and has never looked lovelier on the screen. He was particularly pleased that the Duke had expressed his delight with the picture—and I should not mind betting that like all other parents present, he had decided that here was a "must" for children. Making one of his now rare film function appearances was Rank's John Davis, who tours the world on business these days in much the same way as most just go to the office. He assured me—as if I needed assuring—that even if I did not see him much in film circles, he is as involved as ever. Unquestionably, this was among my happiest nights at the movies.

I WISH I COULD BE AS ENTHUSIASTIC OVER "THE KNACK," CANNES GRAND prize winner, which was premiered the previous evening. Frankly, I was relieved to have been able to slip away and get the first taxi. While I chuckled, I do not know what I could have said to anyone connected with it. Maybe I am an old square, but I do not go for a picture which has no more than a bare story line, for lack of a better descriptive, to link a series of incidents. Arch, pretentious, its potential has presented film row experts with a big query. The MacGregor Opinion Poll has found only exhibitors in the "don't know" category. For the record: West End business is fab.

THE BRITISH FILM PRODUCERS ASSOCIATION'S ANNUAL REPORT REVEALS a major factor which has delayed the signing of the Franco-British co-production agreement. It is the French insistence that companies linked by common control cannot participate, and that co-productions must not be handled by the same distributor in both markets. While this is just another continental dog-in-manger dig at American companies, it also restricts Rank and makes co-production even less attractive. Frankly, in view of the poor acceptance of dubbed films here, I doubt whether more than a very few British producers are really interested in the deal being completed.

TONY GRUNER ACQUITTED HIMSELF IMPRESSIVELY AT HIS FIRST PRESS conference as director of the forthcoming Commonwealth Film Festival. I do not envy him his task. Not only has he been allotted a mere \$14,000 (a West End preme can cost a lot more) to cover all costs, but he also has little time to plan and organize arrangements. Other than the Indian, Commonwealth features have yet to make an impression. He is hoping to get Ghana's first feature, a new version of "Hamlet." That should be interesting. He will have a vast number of first rate shorts from which to choose. . . . To celebrate the fifth anniversary of Pathe News items in Technicolor, Terry Ashwood invited the trade press to see his 10 minute coverage of The Derby 20 hours after the race. He could have shown earlier, but we should have had to wait longer for lunch. Covering the build-up, the race in full, and the aftermath, it is a classic reel and actually had us appauling. It should win festival accolades. For the first time, he tried eight highly sensitive directional microphones and then could not use all the sound: jockeys swear at each other as fruitily as unlucky punters do. . . . Gerry Levy and Howard and Dennis Lanning, Ledeck Film Productions, documentary and industrial film specialists, have launched Leap Film Distributors with Nat Gubbins as general sales manager to handle their features, three Italian Technicolor adventures and a group of Edward Small reissues. New sources of supply are as welcome to the circuits as independents. . . . At the British Film Producers Association's cocktail party to welcome delegates to Czechoslovak Film Week, which was organized in association with the Foreign Office, there were raised eyebrows when a visiting star greeted me with a big hug and a kiss. It was all right. She was Zdenka Prochazkova, and we had been properly introduced at the Argentine Film Festival. The week has been a big success, and several pictures have been bought for commercial release, including "Voyage to the End of the Universe" by American International. . . . After a shaky week in North London, "Satan Bug" has either been replaced by the UA reruns despite it being a public holiday week or had the support changed for the South. The opposition, "Three Hats For Lisa," also found the going tough.



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# Outraged Floridians Toss Nudies Into Hot Water At Two Theatres

JACKSONVILLE—A chain of events beginning here on May 28 demonstrated that nudie motion pictures may be exhibited in one location without stirring up public objections, but shown in another place, such films can cause a violent storm of public indignation.

For more than a year, a series of low-budget nudist pictures have been shown at the Roxy Follies on Beaver st., a neighborhood having a rundown appearance, and the persons operating the Roxy have not been bothered as they have gone along with their adult policy of collecting \$1.50 admission price from adults who want to see female nakedness. Occasionally, the Roxy's newspaper ads have been refused or toned down by the Florida Times-Union or the Jacksonville Journal, but there has been no public outcry such as the one directed against the same operators of the Roxy when they attempted to expand their operation on May 28 by moving nudie films into the Lake Shore, located on Timothy Lane in a pleasant suburban area of shops, churches, schools, and homes. The Lake Shore had earned a respected place in the community for the past several years while being operated by Maurice Magnam as a subrun house with good two-feature programs. The good will won for his theatre and for the industry vanished at once when "World Without Shame," "The Bellboy and the Playgirls," and "The Topless Bikini" opened at the newly-christened Lakeshore Art.

A group of Lake Shore citizens called on Duval County Commissioner Julian Warren and drafted a petition which was circulated throughout Lake Shore, one of Jacksonville's suburbs west of the city. They presented the petition to Assistant State Attorney Edward M. Booth after it had been signed by 1,637 opponents to the theatre's new film policy. The petition claimed that "an unwholesome climate" had been created in Lake Shore.

Soon people woke up to the fact that the Roxy Follies exhibited the same type of films as the ones which had begun showing at the Lake Shore.

Both the Roxy and the Lake Shore were now in hot water. On June 3, Circuit Court Judge Marion W. Gooding signed an order temporarily restraining the Roxy from showing its current films, alleged by Booth to be obscene. The ban, pending a full hearing, is against the motion pictures entitled "Miss Galore" and "The Girl with the Magic Box." The next day, the Roxy opened with "Raw Week-End" and "Lost Souls." The Roxy's June 4 ad in the morning Times-Union also stated, "We believe every free man has the right to see what his conscience dictates. Positively adults only. Our policy has not changed. Decide for yourself." The Roxy had no ad in the afternoon Jacksonville Journal of June 4. The boxoffice cashier said that the newspaper had refused the ad. The Lakeshore Art morning newspaper ad on the same day, June 4, stated defiantly, "We are open. Stronger and hotter than ever." However, in place of nudie films, the only film advertised was "Goldfinger." The Lakeshore Art's newspaper ad was also a casualty the afternoon of June 4. By June 5, the ads of both theatres were left out of the morning paper, the Times-Union.

The court complaint, filed by Booth, was directed against Joseph P. Dignan as manager of the Roxy Follies, and Leroy Griffith, trading and doing business as the Roxy Follies. The prosecutor said that, pending a determination of the issues involved in the case, Dignan, as manager of the Lakeshore Art, had agreed to suspend showing of the current attractions effective at midnight June 3. Booth said the management at the Lakeshore Art agreed to suspend the films although proof had been shown that they were approved by the New York Board of Review of Motion Pictures, as required by law in the state of Florida.

To further complicate matters, Booth revealed in his complaint that the law setting up the New York board recently was declared unconstitutional by the Supreme Court of the State of New York.

Consequently, the status of the Roxy films and possibly the Florida law probably will be determined at a future hearing. As of June 5, no date had been set for further proceedings.

This has been the first instance of public pressure against local motion picture exhibition since "Poor White Trash" was shown at local drive-ins several years ago. A previous attempt to turn the Lake Shore Theatre into a nude house about 10 years ago resulted in defeat at the hands of an outraged citizenry of the area.

## Linden Returns To MPAA

NEW YORK—Michael Linden, Motion Picture Association of America advertising code director, returned to his desk following an extended leave of absence.

He reports he is in fine shape and ready to examine those ads again, and take up his research department activities.

In his absence, Gordon S. White, former advertising code director, who retired in 1962, took over Linden's office.

DO SOCKO LOBBY BIZ,  
BLUES-FREE  
BOOST YOUR TAKE,  
BOOK ABC

Increase net profit, forget concession headaches! Let ABC's refreshment concession experts do the job for you. ABC does the work — and the worrying. All you do is bank the check. Make us prove it...

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## Projection Issue

Trans Lux Beautifies

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Projection Check-Up

Page PE-9

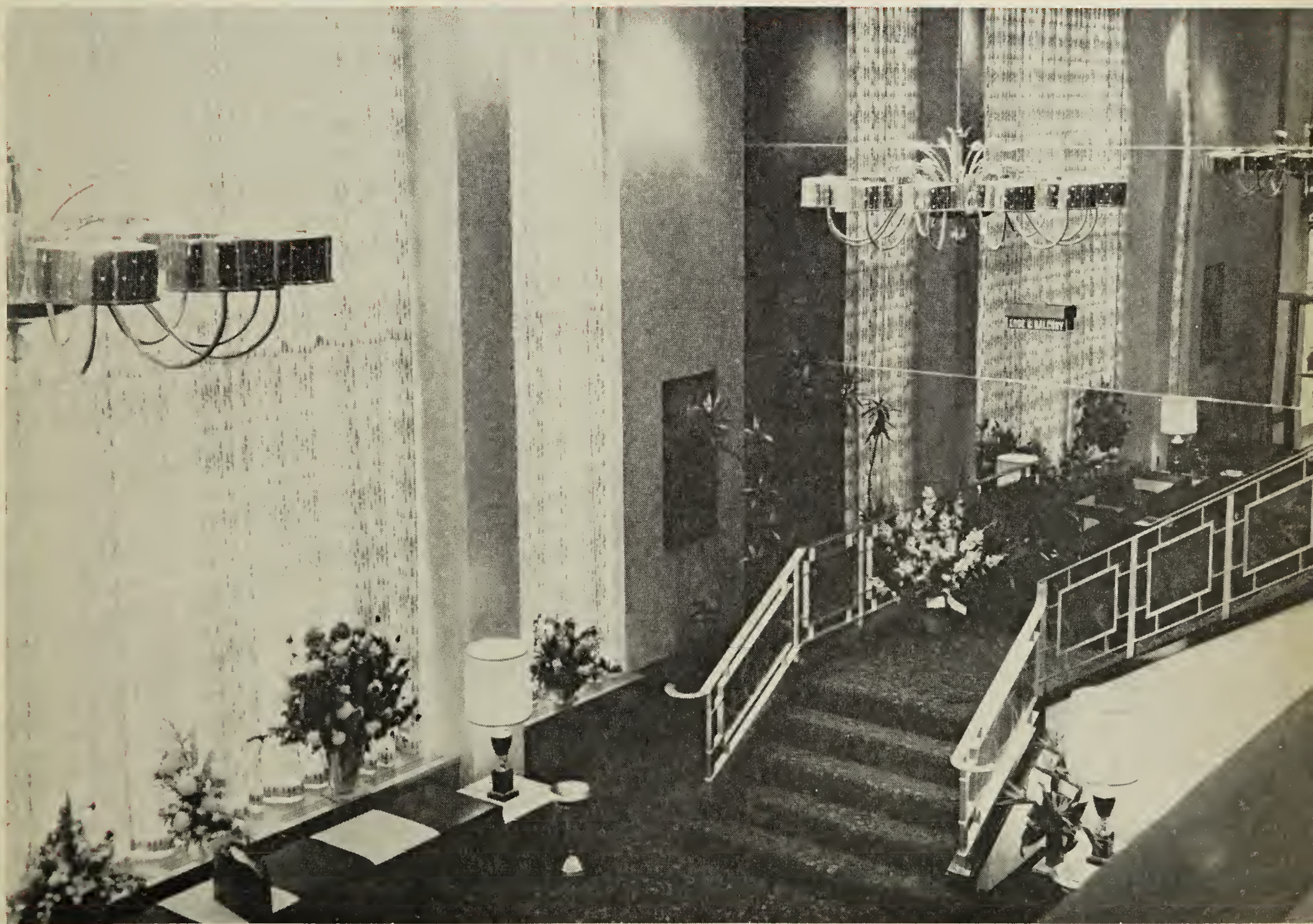
New Plaza Theatre

Page PE-10

Light, Lenses and Screen

Page PE-22

# PHYSICAL THEATRE ● EXTRA PROFITS



COVER PHOTO • Outer lobby view of Stanley Warner Theatres' new Plaza, deluxe 1400 seater just opened in King of Prussia, Pa. 70mm house boasts one of largest indoor screens. Complete story on Page PE-10.

Volume 20

Number 6

June 16, 1965

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*





## box office hit

**IT'S DR PEPPER**—at snack bars and vending machines in your lobby • Audiences applaud the distinctive flavor of Dr Pepper—the only one of the big four without a single competitive taste-alike • Fifteen straight years of zooming sales momentum prove its big appeal • Outstanding national and local advertising sell it—everywhere • Lively, imaginative on-screen, off-screen promotions send thirsty patrons right to Dr Pepper • For a Box Office Hit in your lobby, let a fountain sales representative book Dr Pepper into your theatre • It has a natural profit-making talent! • Write to the Fountain-Vending Division, Dr Pepper Company, P. O. Box 5086, Dallas, Texas 75222.



Dr Pepper Company, Dallas, Texas, 1965



## Editorial

# Helping The Projectionist

GOOD RELATIONS between a theatre's management and the men in the booth can go a long way towards making day to day operation a harmonious, pleasant experience. Perhaps even more important is the stake both parties have in maintaining high standards of screen presentation.

Nothing can discourage discriminating patronage as quickly as sloppy projection. On the other hand, a quality presentation is always appreciated, though neither management nor projectionists may always be aware of this.

Looking at some of the extreme examples of how bad things can get in this area, we find a manager "barred" from his booth for any reason, a projectionist forced to make do with worn out reflectors and undersized trims in the name of "economy," theatre owners laying out sizeable amounts for useless equipment and replacements because the projectionist "needed the materials," booth men expected to "fix" complicated projection and sound components that require the attention of specially trained servicemen, and other tales which add up to a classic case history of misunderstanding.

In this issue of PHYSICAL THEATRE, we have presented a rather complete review of design trends and accepted operating and maintenance procedures for some of the most important pieces of booth equipment. For the knowledgeable projectionist, this material will serve as a quick refresher on the many points covered. For the beginner, or projectionist who can do little more than operate the equipment in his booth, this material will show some of the reasons why regular maintenance & adjustment of equipment is necessary if good results are desired.

Though we are primarily addressing ourselves to the projectionist, those in other areas of exhibition would do well to invest the time required to go over this material, especially if they are charged with final responsibility for the picture on the theatre screen.

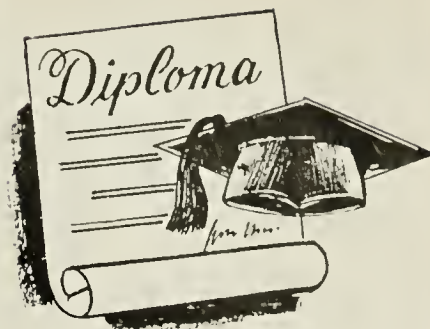
Having spelled out in some detail what is expected of the good projectionist, we hasten to add that there is a mighty difference between the manager who understands the limitations of the equipment in his booth, taking into account its condition and the condition of the prints delivered to the projectionist, and the manager whose sole contribution to booth matters is making a pest of himself.

The cooperative manager will listen to the recommendations of his projectionist on booth changes, new equipment and other matters, and will recognize the importance of keeping booth equipment in good adjustment and repair, making provisions for outside service as required, and will give his projectionist the extra time needed for adequate print inspection, repair and normal equipment maintenance.

As we said, both projectionist and theatre operator have a vital stake in the quality of the picture on the screen. Without the full cooperation of theatre management, the projectionist cannot be expected to keep standards up to the levels the public currently demands.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor



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The pride of skilled mastery in every seating installation by Massey, no matter how large or small, is backed by unsurpassed service for total satisfaction.

Like to talk with us?

—now featuring—

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More durable, more comfortable, safer. Fire and moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

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Foam rubber & spring cushions; coverings.

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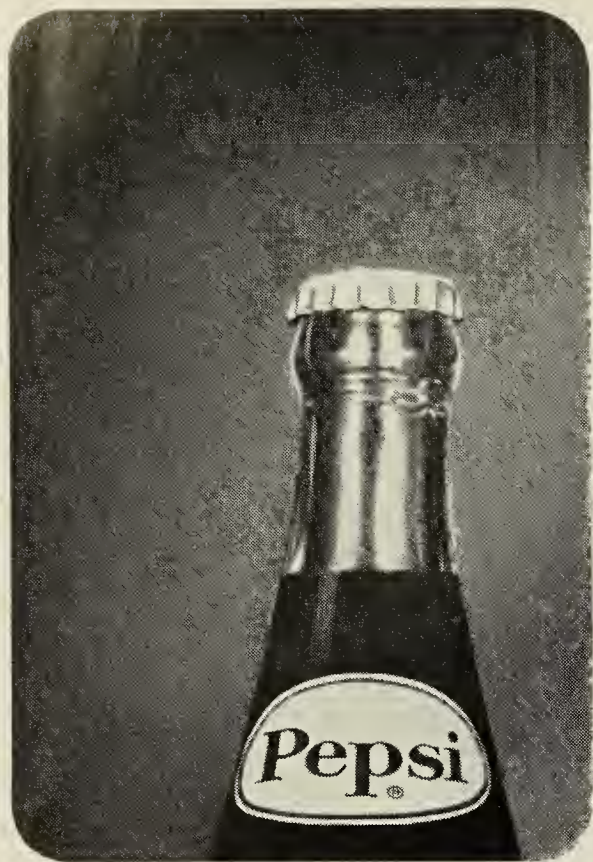
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**For the BEST in  
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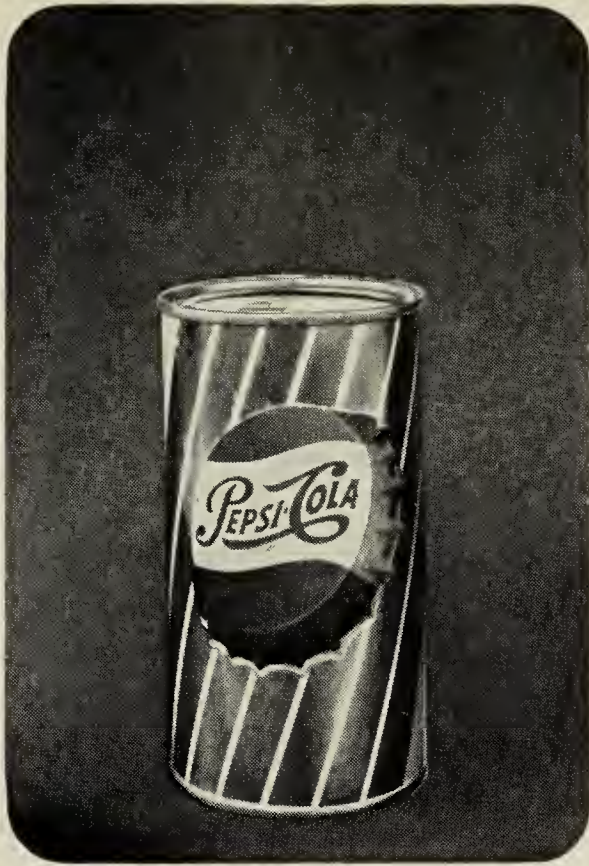
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**PEPSI-COLA not only has the smartest, most modern equipment in the business, but our advertising makes it pay off for you by sending you the customers! And this year Pepsi-Cola advertising is the most complete, most exciting the soft-drink business has ever seen!**

**When it comes to service, the competition can't touch Pepsi. For good reason. One man — your local Pepsi Bottler — takes care of all your needs. He sells you the equipment, installs it, services it, supplies it. All your problems vanish. Call your local Pepsi-Cola Bottler today.**

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**the product, local service,**

**even the customers!**

**come alive!**  
You're in  
the Pepsi  
generation!



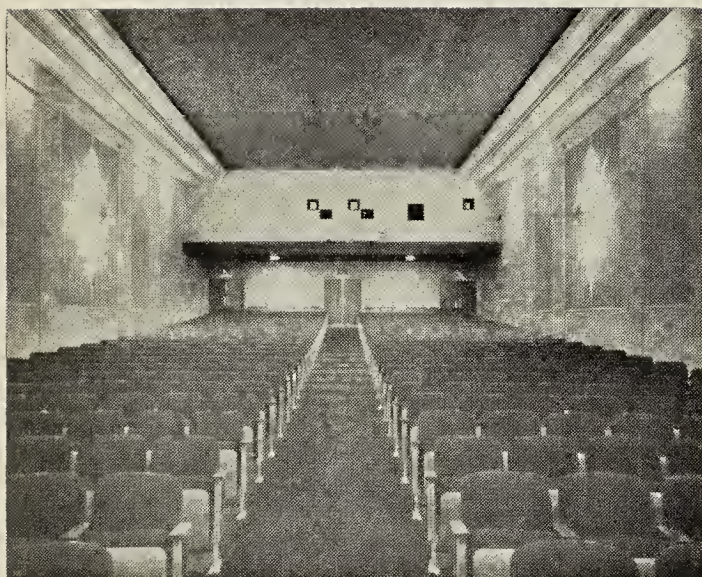


*...that  
new look*



Lobby features ivory and black settee with framed oils of Philadelphia landmarks.

### PHILADELPHIA'S TRANS-LUX BEAUTIFIED THROUGHOUT



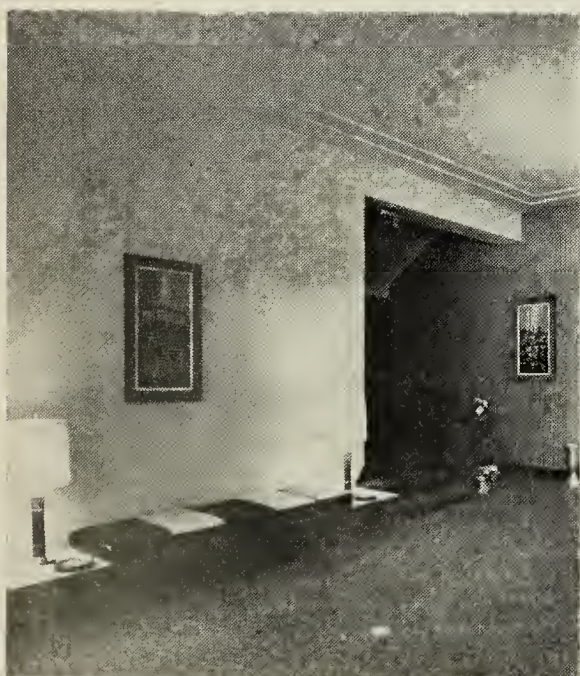
Seats are upholstered in red fabric to match bright carpet.

■ Harold Brason, manager of the newly refurbished, redecorated and beautified Trans-Lux theatre in downtown Philadelphia, invited the general public to come mornings and inspect the transformation brought about through the close cooperation of theatrical architect Drew Eberson, the interior decorating firm of Paramount Associates and various local supply houses. Working closely with Brason, they changed the exterior and interiors to make this one of the outstanding theatres in the center city section.

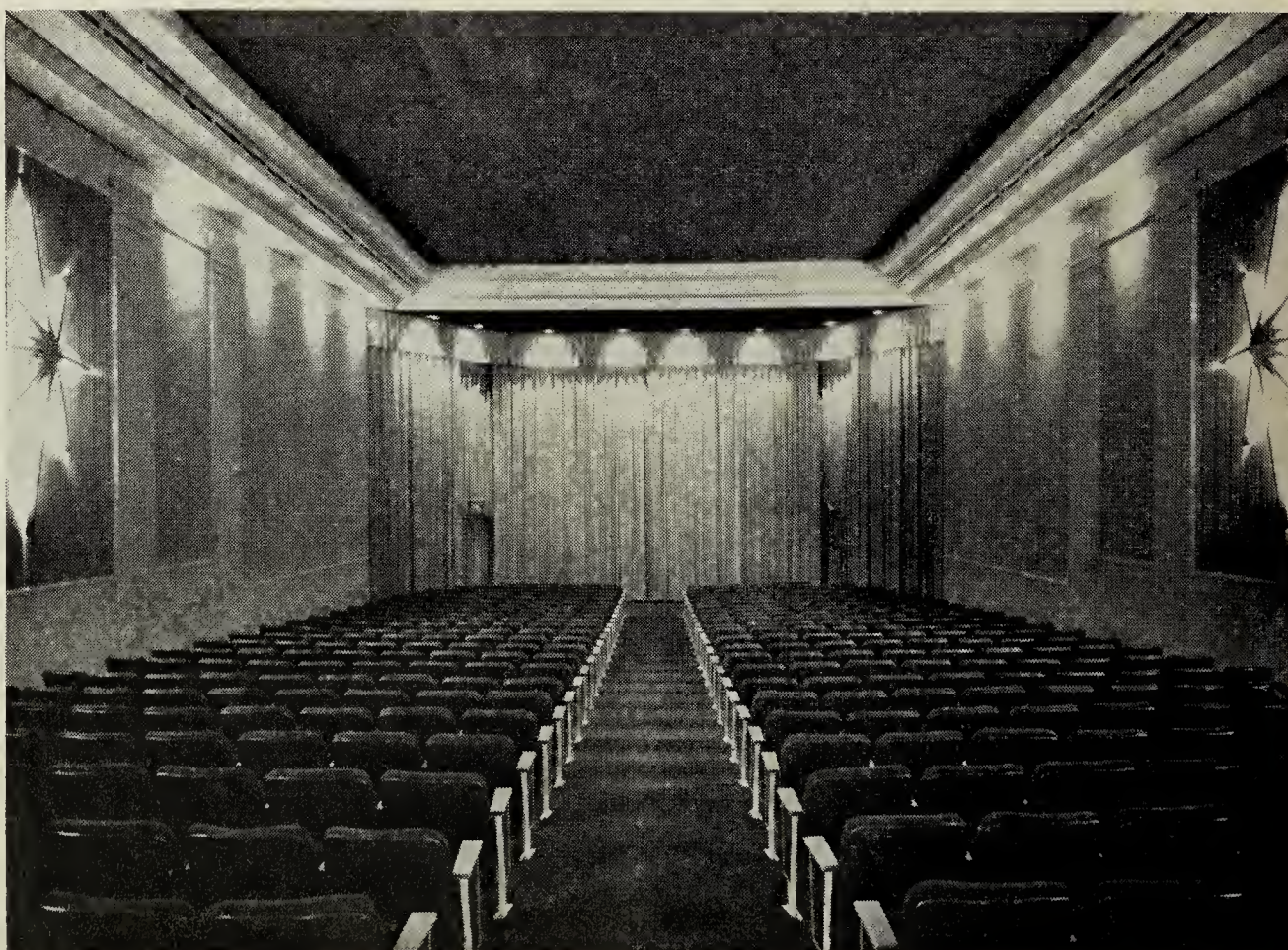
Included among the numerous improvements are features such as bright red carpeting throughout, new Heywood-Wakefield seats, white and gold patterned washable vinyl wall covering in the lobby and lounge, complemented by red leather-like auditorium doors, beige baked enamel soda and candy machines recessed into a dark brown natural grain formica enclosure on the brightly illuminated first floor area.

The theatre front, built of Italian marble and designed to achieve an Etruscan architectural effect, adds to the elegant appearance of the Trans-Lux.

It is, and will remain, the theatre's policy to exhibit the outstanding motion pictures to Philadelphia's discriminating audiences.



Redecorated lounge and waiting room on mezzanine level.



Front view of the auditorium shows the new gold traveller and wall curtains, with red seats and carpets contrasting with off-white walls.

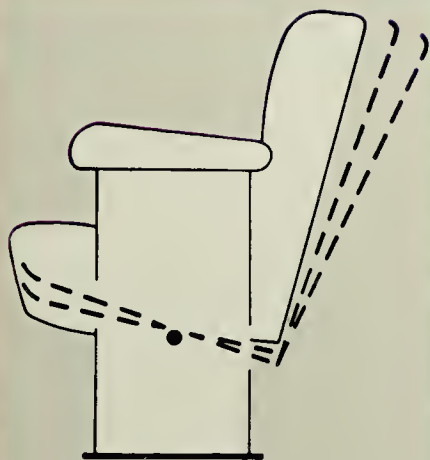


**25<sup>th</sup>**  
anniversary

# *HEYWOOD Rocking Chair*



TC-706



The reclining "rocking chair" action of exclusive Heywood-Wakefield spring base mechanism





• Heywood-Wakefield  
"Comfort-Engineered"  
chairs have been used  
successfully both in new  
theatres and for modern-  
ization of old. All views  
shown are of actual  
Heywood-Wakefield  
installations.



The luxuriously comfortable AIRFLO "rocking chair" has been the last word in theatre seating for 25 years. It was and still is the first and only chair of its kind. The coil spring seat, well padded spring cushion back and foam padded upholstered arms, combine to provide that extraordinary comfort no other chair affords. The exclusive Heywood-Wakefield spring base mechanism automatically retains the correct seat-to-back ratio regardless of shifts in weight or position. For further information, write Heywood-Wakefield Company, Menominee, Michigan.



# Projection Check-Up

## A Guide For Evaluation Of Equipment Performance Including Maintenance Practices And Standards

**A**CHIEVING QUALITY PROJECTION on the theatre screen is no mean feat. To owner, manager, and projectionist alike, the problems of selecting, operating and maintaining the delicate professional 35 and 70mm projector and allied components have proven to be a major area of concern.

Absolute standardization of equipment condition, print condition, and individual practices by projectionists will probably never be achieved, anymore than one can hope a new automobile will be broken in, maintained and driven under precisely the same conditions as any other car made. Finally, however, the myriad of variables at work as any one reel of film passes through a projector must be overlooked in the face of the demand for a presentation of professional quality.

Excellence in projection centers around those often discussed properties of image sharpness or clarity, and stability or absence of flicker in the picture which creates the illusion of uninterrupted motion as each frame is exposed. This crisp stable image depends principally upon such factors as the original quality of the print in the machine, the absence of surface marks and "mottle" from oil or wax on critical areas of the films surface, adequate light with the proper color characteristics, the stability and temperature of the film gate, the correct lens system, and, finally, a screen that will reflect the projected image to advantage.\*

Much of the complexity of motion picture projection is rooted in the speed at which the series of photographic images on individual frames are exposed in succession. Between the feeder and take-up reels, the films must be moved into position by sprocketed drums, pulled into the film gate, held at rest for a fraction of a second while the arc light passes through aperture, film, and lens system, and, lastly, moved through the sound reproduction device. The cycle is completed as the film is drawn onto the take-up reel.

A 35mm release print may be expected to see anywhere from one to several weeks use in a first run theatre, passing through the

projection and rewind sequence from three to upwards of five times a day. With good handling, a print will take up to 150, 200 or, in unusual cases, even more showings, so that complaints from sub-run operators indicate early abuse.

Good film handling starts before the print is even put on the projector. Transferring film from shipping reels, which may damage the print or the magazines in your projector, to house reels offers the projectionist his first opportunity to inspect the film, make any necessary repairs or cleaning, and note if adjustments on his equipment must be made to assure maximum performance. Leaders, reel continuity, splices, sprocket hole damage and markings should be checked before attempting projection.

Cleanliness in the area of the rewind bench is especially important, as film will pick up dust, lint, and other airborne particles which may later collect in the aperture or gate. A large commercial laundry bag fastened by a tubular hoop to the rewind table will keep end footage off the floor, and, for ease of handling, a simple rack with plastic clothes pins of the snap type will accommodate reel bands, date clips or other house footage needed before the feature.

Making good, rapid splices is something of an art. A commercial splicer, good grade acetate film cement, and adequate light are essential if a permanent bond is desired. Gentle stroking action on splicer cutting blades will hold cut depth to little more than emulsion thickness. Razor blades or hobby knives will also do the job, if used correctly. When the emulsion side is thoroughly clean, wipe with a piece of cloth, apply a thin, even coat of cement and bring down the other half of the splicer head immediately, locking the clamps as soon as contact is made.

For cold splicers with hand pressure devices, keep a firm pressure on the bonding film for a few seconds, open the splicer, wipe

the join edge with a clean cloth, and inspect the job for bond and alignment. Hot splicers can be opened sooner. We might add that a good splicer is an expensive, precision piece of equipment deserving of careful use. Never attempt to resharpen blades or reset cutting depth unless you know what you are doing.

70mm splicing requires even more attention to accurate trimming, scraping and alignment. A quality splicer that insures precise alignment of the film edges and frames is needed.

To reduce frame loss, avoid poor scrapers, old cement, poor contact, and loose splicer heads. If you don't have a good splicing machine, rather than stapling or stitching film, obtain a clear, sprocketed repair tape. This will also strengthen damaged film with out-sized cue marks, torn sprockets, or burn and blister areas. These repairs are durable, and preferable to slip shod "wet" splices, as only a perfectly made cement splice will hold.

Many times, exhibitors and projectionists are justified in protesting the condition of release prints sent out by the exchanges. One projectionist's local even issued a mandate that badly damaged prints would be refused by its members. Let it suffice to say that there are persons who will return a mutilated print and, as has happened in the past, an exchange can send this print to you without inspection or cleaning. The innocent are, of course, penalized by the few irresponsible ones, making efforts to raise standards in this area all the more important.

The 35mm print is capable of taking a great deal of punishment, yet dime-sized cue marks and damage caused by worn sprocket teeth or other faulty parts hardly fall into the realm of normal usage. Even in a reasonably good machine, the film must withstand a variety of stresses and high temperatures at the aperture plate. Considering the speed at which the film is accelerated by the intermittent movement, or pull-down into position in the gate, brought to a dead stop while the individual frame is being scanned by the shutter, and pulled quickly out of the gate into the lower loop to make its pass through the sound reproducer, one sees where well maintained equipment is a must. At 24 frames per second, a considerable amount of footage can be perforated by sprocket teeth, blistered by excessive heat, or scratched by a stuck roller before it is even caught. Close attention should always be paid to the surface condition of pads, rollers, shoes, the gate surface and

(Continued on Page PE-15)

### PHYSICAL THEATRE

Vol. 20, No. 6

June 16, 1965

\*Theoretical image brightness on the screen (not considering light losses due to screen surface absorption and reflection) is a function of three factors: (1) directly proportional to the brightness of the light source (2) directly proportional to the effective area of the projection lens aperture, and (3) inversely proportional to the square of the projector throw.



# Plaza Theatre



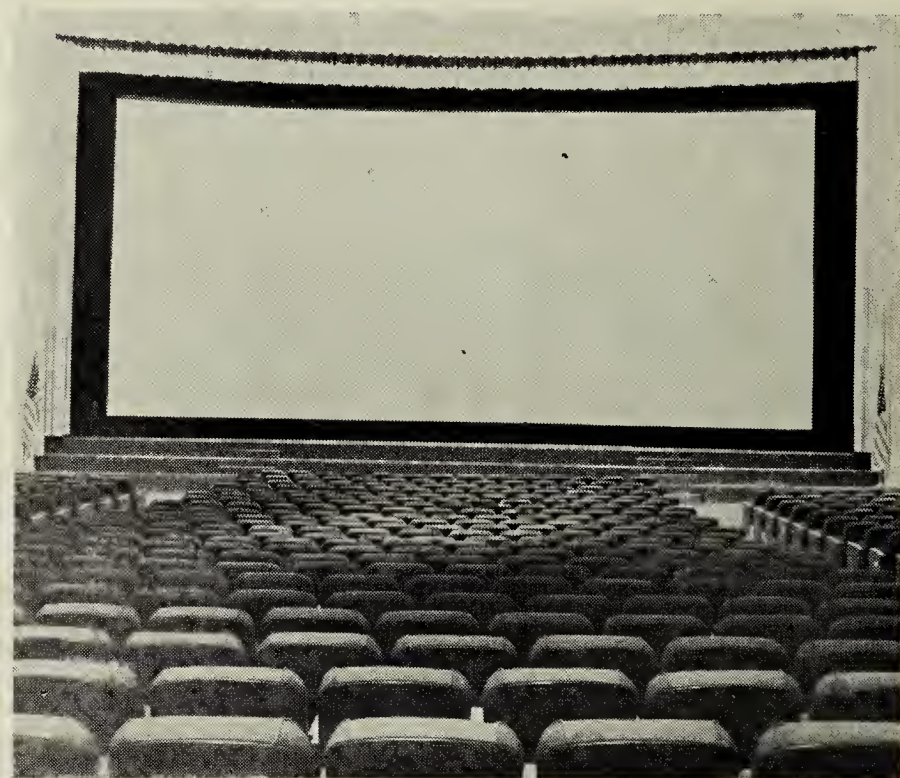
Front view of theatre on opening night

THE PLAZA THEATRE, located in the Philadelphia suburbs at the King of Prussia Plaza, one of the largest shopping centers in America, is Stanley Warner Theatres latest addition.

The theatre exterior is modern, using planes of varied colored brick and light ivory panels set off with beige vertical strips. The front facade features an open, decorative screen work which conceals 105 tons of air conditioning equipment to automatically control the temperature year-round.

The theatre approach is through an open terrace, ornamental in design, brilliantly lit and containing flower boxes of evergreens. Entrance doors are on the corner and the main feature of the corner treatment is the natural stone facade under the marquee. The front side of the building has an "indoor-outdoor" effect which gives a dramatic view of the lobby from parking areas and approaches. A simple attraction sign on the exterior advertises current attractions and other pertinent information, and display frames on the exterior indicate the current feature.

The auditorium is reached via a high-ceilinged outer



70mm screen is 28 ft. x 65 ft.

Large lobby area shows concession stand, rest rooms on left







Dramatic stair to loge and balcony uses mirrored wall

lobby which gives a vista of an ornamental stair and mezzanine area. The outer lobby has a terrazzo floor, an arrangement of planting and informal decor. A desk type boxoffice was created for patron convenience.

Going from lobby to foyer, the treatment change is noticable in the luxury of the carpet, the gay vinyls, the ornamental stair and interesting lighting fixtures. The entire foyer is two stories in height and gives a promenade for the mezzanine area. The lobby itself is unusually large and contains vending areas.

The rest rooms are very luxurious in design, particularly the ladies' room, having the individual cubicles with the lavatories and water closets in the same enclosures. The ladies room has make-up shelves, stools, mirrors and all conveniences.

Decorative pictures in the lobby depict various scenes of the Philadelphia area, and were especially painted for the theatre.

The auditorium gives excellent viewing angles to the screen, as well as quality acoustics and comfortable seating. In order to eliminate distortion in the picture, the projection room was placed between balcony viewing

area and the main floor viewing area, reducing the angle of projection.

The screen is unusually large, having maximum dimensions of 28 ft. x 65 ft., which allows for every scope of picture at the present time, with conversion possible for other mediums at minimum trouble and time.

Basic colors of gold—red and white have been blended throughout the theatre. Decorative furniture carries the same color scheme in harmony.

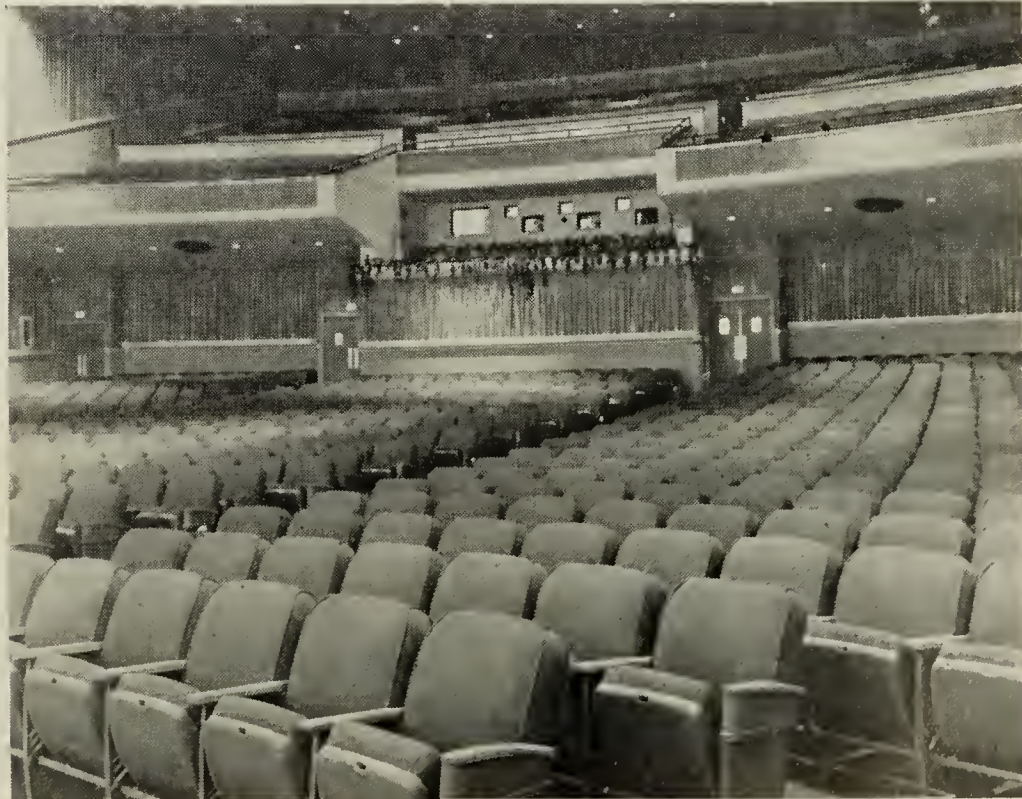
### *Equipment Credits*

Owner:	Stanley Warner
Architect:	Drew Eberson
Seating Capacity:	1,400
Carpeting:	Alexander Smith
Concessions:	Berlo Vending
Draperies:	Allied Studios
Rectifiers:	Ashcraft
Lenses:	B&L Anamorphics; Norelco Back-Ups
Projectors:	Norelco 35/70mm
Projection Lamps:	Ashcraft Super Core-Lite
Seating:	American Seating Co.
Screens:	Technikote Pearlescent
Sound:	Norelco/Ampex 160 watt Amplifiers
Speakers:	Altec
Ticket Machines:	General Register

Desk type indoor boxoffice



Rocking chair seats & balcony planters





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These are some of the qualities in American Seating theatre chairs that assure a better value for both owner and patron.

If you're planning a new theatre, or to reseal your present one, get all the seating you pay for. Write Dept. M for literature.



The standard by which all public seating is measured  
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# nobody makes better theatre chairs than

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Why does NTS sell so many American Seating chairs? Because we do more than sell. Your NTS man is not just a salesman, he's a theatre man. He knows your problems and your needs. If you need chairs, for example, he'll sit down with you and help you choose the *right* chair for *your* theatre.

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found practical. He'll give you the best chair at the best price on the market. And he'll take care of delivery, layout and installation as well as arrange for an extended payment plan.

If you're in the market for theatre chairs, talk to the man who does more than just sell chairs. Talk to your theatre man —your National theatre man.



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# Projection Check-Up

(Continued from Page PE-9)

aperture plate, and reels for deposits of foreign matter, burrs or other damage.

In addition, tension on the film is critically engineered by the projector manufacturer to keep the film moving smoothly through the guides, projector head and sound head. Loop size, correct tension on take-up belts, gate and pads should be faithfully maintained by the projectionist.

## Film Lubrication

To help the film pass through the machine, raw stock manufacturers and processors hold tolerances to high standards, meaning that thickness and width are as constant as modern technology can hold them. This works to reduce undesirable movement in the gate area and assure a precise alignment with the sprocket teeth on the projector. Film is also lubricated to further reduce friction as it comes in contact with the metal or plastic surfaces of the projector. Edge waxing with fine parafin wax greatly increases print life over that of "dry" prints. To date, no better method of film lubrication has been discovered.

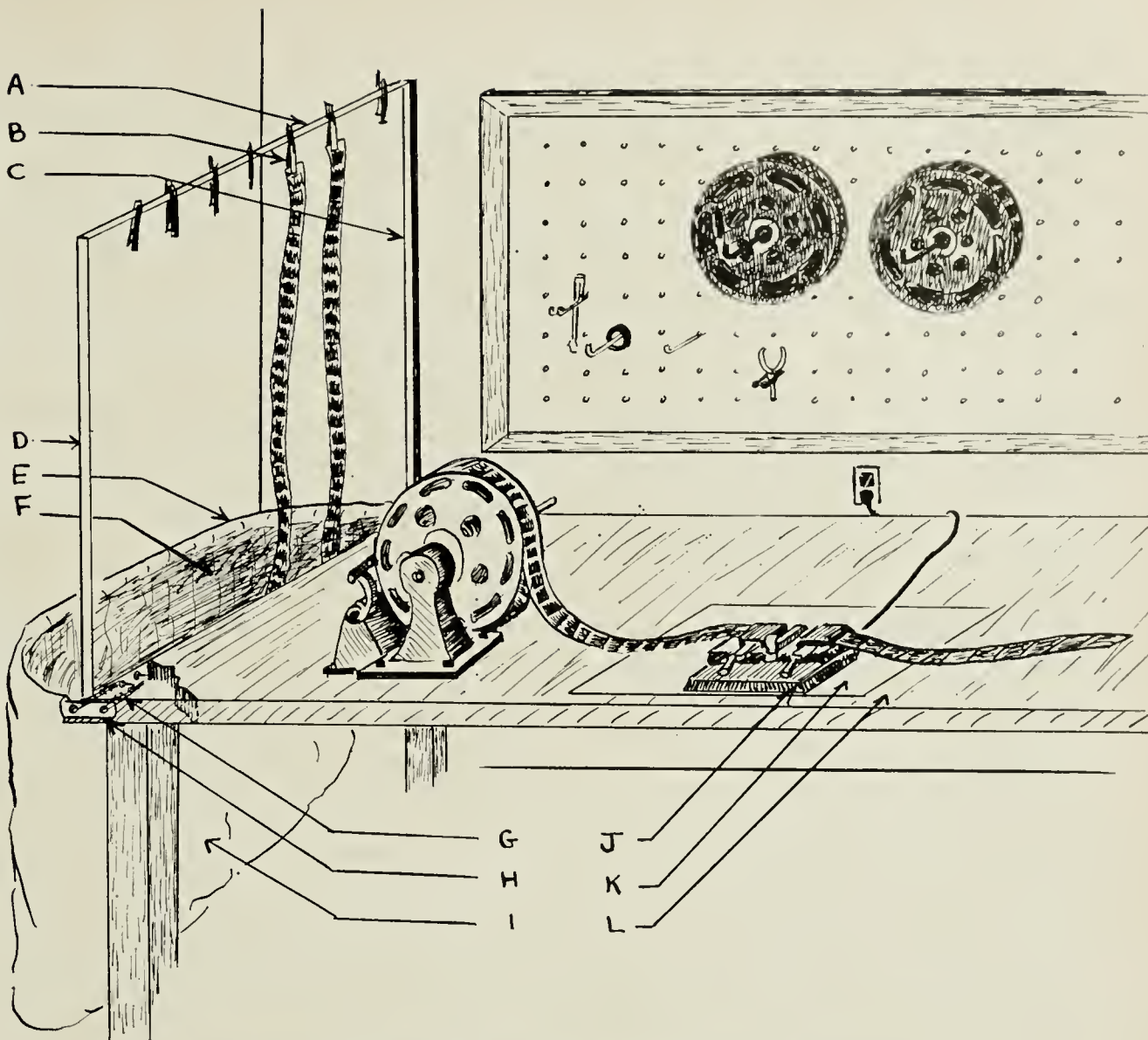
Motion picture footage should never be lubricated with oils or silicon compounds, as these will eventually separate from an even coating into spots or mottle on the film surface. This, in turn, will adversely affect the image on the screen. If oil is put on the film to pick up lint or fuzz stuck in the aperture while a reel is on during a show, it should be removed during the next rewind with film cleaner.

A dry print lacks enough lubricant to reduce friction in the gate area effectively. Previous prints, however, may have created enough of a deposit of wax, though it is invisible to the eye, on metal or plastic surfaces to provide some measure of friction reduction. If a combination of circumstances such as a gate thoroughly stripped of lubricant by cleaning and a dry print arises, some action should be taken to cut back friction. Gate tension, though important to the stability of the projected image, may have to be reduced, or footage with sufficient edge wax to lubricate the contact surfaces might be run through the projector if the dry print cannot be lubricated. "Green prints"—those lacking normal moisture removed during the drying sequence at some labs—also pose special problems. The projectionist can cure the prints by exposing them to normal atmospheric conditions and should watch for excessive build-ups of emulsion and wax in critical areas such as the gate and sound head.

## Cleaning Procedure

When cleaning film in the projection room, pains should be taken to avoid marking the surface. Any hard material or fabric can scratch a film surface. Even a clean cloth can harbor small dirt particles that, under pressure, can score the emulsion or base. Film cleaning pads of a velvet-like material will pick up surface dirt and, when used in conjunction with a commercial film cleaning solvent, safely combat deposits of oil and wax on image areas.

When rewinding, always remember that the



## Film Bag Keeps Footage Clean

- a—supporting frame of  $\frac{3}{4}$ " L-shape aluminum stock. Form 3-sided box width of bench by vee-notching the side parallel to end of bench. Work out height beforehand so you can reach clips at rear.
- b—plastic clothes pins (darkroom type or common household variety) will grip film without scratching. Fasten to crossbrace with sheet metal screws or small bolts.
- c—Secure L-brace to corner of bench. For added rigidity, halve brace and turn flat strip under. Use round head screws with sufficient pitch.
- d—One screw can pass through edge of brace and flattened area at end of tubing supporting bag.
- e—1" tubular aluminum rod. Pack with sand to bend easily. When shaped, clean out packed sand with hanger and water stream. Flatten two ends and drill for round head screws or countersink flatheads if gauge of tube permits.
- f—commercial laundry or other large canvas bag will keep film clean and prevent accidental damage. Tubular support will thread through draw-string channel.
- g—shape flattened part of tubing to conform with brace. One screw should pass through tube & brace and a second through tube only.

- h—remove burrs that might snag film or clothes with file and finish with emery paper.
- i—when hoop support is secure, turn film bag inside out and tack loose edge to edge of bench with upholsters tacks. Resultant fold will conceal tacks and leave soft edge, preventing damage to film.
- j—back-lighting, or rear illumination is preferred for splicing and editing chores. Easy identification of leader markings and film damage is possible.
- k—to add a professional touch, cut out section from bench the exact size of a semi-opaque sheet of white plexiglass, then position supporting strips of hardwood around perimeter of cut so translucent panel will be flush with bench surface. Suspend a small fluorescent lamp beneath panel and position small toggle beneath edge of bench. Trim up edges of cut by filing small bevel towards insert, which should measure about 15" x 12". Trim edges of plastic in same fashion, working outward. Finish carefully with fine emery and job will be complete.
- l—Be sure bench surface is smooth so dust can be easily removed and film is not scratched. Covering with white Formica will provide a durable, sight-saving surface.

reel sides are a potential source of trouble. When changing film from shipping reels, keep rewind speeds low if reel sides appear out of true.

Eccentric sides and irregular edges will shave the film edge sufficiently to create problems with film weave in projection—which contributes to visible flicker, motorboating in the sound track, and other headaches.

It can be seen that there is a great deal projectionists can do to contribute to longer print life with its important advantages of lowering replacement orders and upgrading standards of prints circulated to all situations. Much of the problem of poor prints, however, is rooted in the condition of theatre

equipment in general. Shifting our attention to the projector and arc lamp, principal elements in the projection process, will illustrate the need for keeping these, and other vital pieces of equipment in good repair and adjustment.

While substandard performance can be expected from worn, outmoded equipment, it should be stated that it has been established by field research that few theatres are getting maximum performance out of perfectly serviceable projection system components. A Motion Picture Research Council survey concluded several years ago showed, for example, that optimum focus could not be obtained in 74 per cent of the theatres checked until



mechanical misalignment was corrected. Such adjustments proved adequate in 63 per cent of the cases; in the others, equipment defects prevented correction. In 69 per cent of the theatres checked, screen brightness levels were incorrect (mostly low). To cap the unpleasant picture, lenses of improper focal length were found in 43 per cent of the houses.

One thing is apparent when considering these findings; that we must face up to the fact that modern motion picture technology is too complex for many persons expected to "know" the field. Before discussing basic remedial actions for common projection deficiencies, we should say that both projectionists and managers should be realistic about the limits of their knowledge concerning projection and sound equipment. Some booth hands know a great deal about their equipment and rarely need the help of the expert service inspector. Other operators would be wasting their time trying to trace a line drop or solve a difficult focusing problem, and had best rely on competent, regular outside servicing.

### Meeting Standards

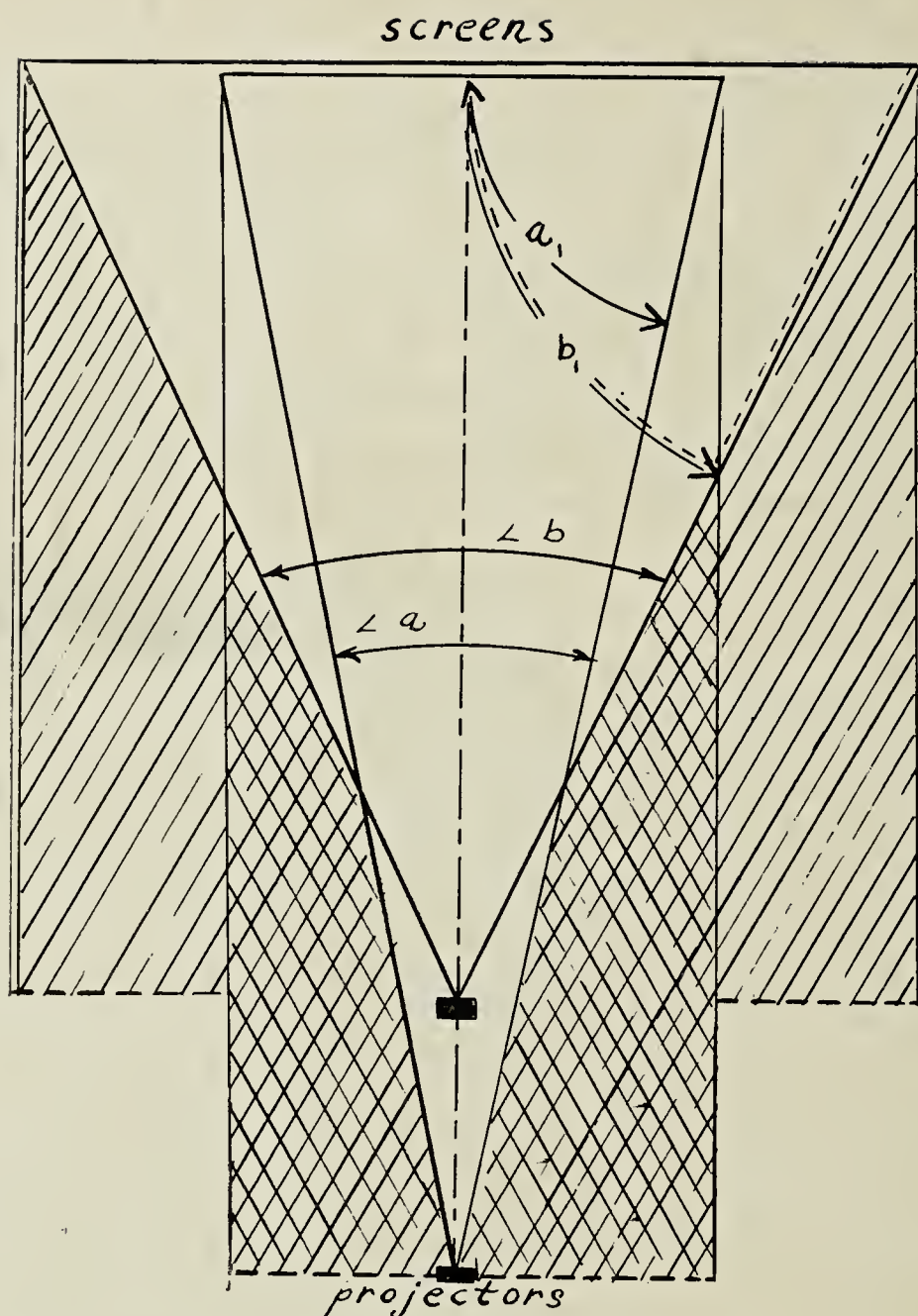
The manager and patron, however, expect certain standards that, providing equipment is serviceable, every projectionist should strive to meet. To the outsider, good projection means constant focus and a bright, stable picture. A conscientious operator will get his show underway smoothly, so that sound, focus, lighting and framing adjustments, even during titles, are few. Along the same lines, drift in correct arc carbon gap and focus, both requiring visible correction, will be carefully watched.

Under normal conditions, focus should be checked a minimum of four times during a 2,000 ft. reel. If focusing problems have been experienced, closer attention is imperative, and the operator should get the knack of refocusing without passing through the optimum setting more than once or twice. As with show starts, smooth changeovers are a matter of pride to the good projectionist. Sound peaks, incorrect focus, and missed cues are a sign of negligence and should be avoided.

It is difficult to single out any "most important" component in a projection and sound system. All of its principal parts, including pedestal, lamphouse, magazines, projector head, lenses soundhead, generators and rectifiers, changeovers, speakers and screen share in the final success of a good presentation. A malfunction, improper adjustment, or deteriorated condition in any one of the above will, conversely, detract from the quality of picture or sound.

Rigid quality controls can be expected to insure standardization of the outside power source, the carbons burned in the lamphouse, and the film run through the projector. With other parts of a projection system, equipment manufactured by various companies and designed to be compatible with "standard" components must be matched with care. Each projection lamp, for example, will produce light of a slightly different spectral

OLD STANDARD 3 x 4 SCREEN is contrasted with full-size 3 x 8 wide screen. Old aspect ratio of 1.375/1 allowed aperture area of .495 sq. inches. Current wide screen standard 35mm (AR 1.75/1) uses .388 sq. in. aperture, and CinemaScope ratios 2.3-2.55/1 average .61 sq. inches. Light loss at screen due to low reflective efficiency that is "made up" with brighter lamps and small apertures may add to overheating of films and aperture surface.



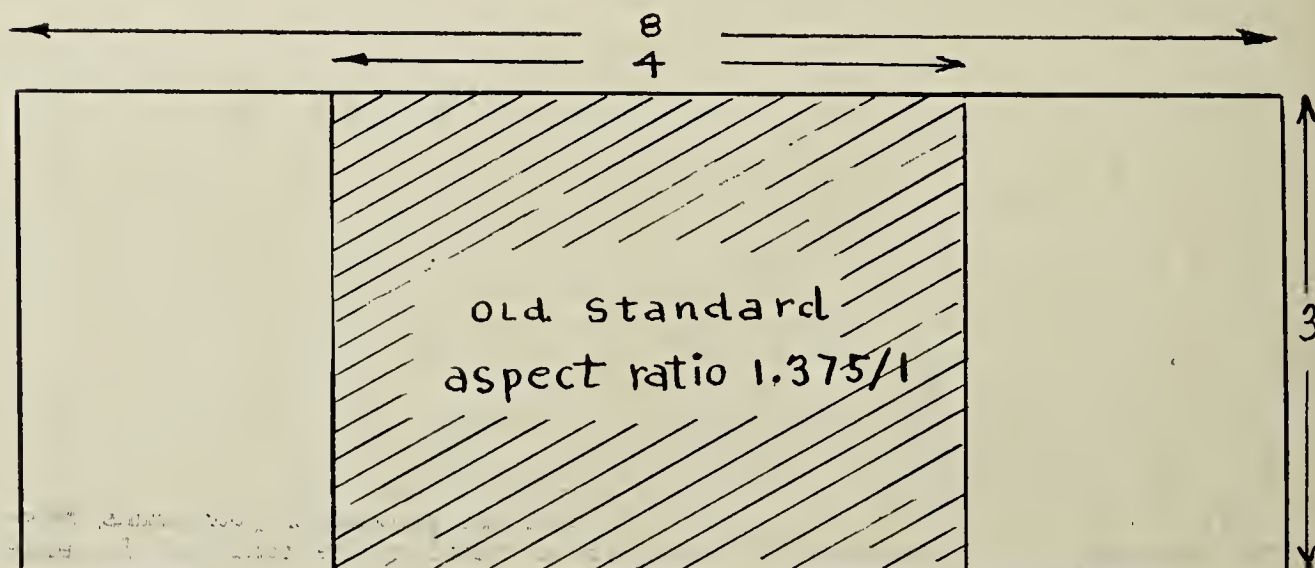
SHADED AREAS contrast old style "bowling alley" theatre with long throw and small 3 x 4 (18 x 24 ft.) screen with modern auditorium nearing 3 x 8 screen proportions. Narrow lens field (angle a) compared with wide, 2.55/1 CinemaScope field indicated by angle b, shows why focal lengths can close down to as little as two inches. Greater angle of incidence ( $b_1$ ) at screen edge, plus greatly increased screen area, make light loss from poor screen surface or maladjusted equipment a serious consideration.

composition, is limited to operation at particular current ranges with specified trim sizes, and may require special cooling or mirrors if operated at high current ranges.

Large screen 35mm projection imposes critical demands on many pieces of booth equipment. Projection of the 35mm frame at an aspect ratio of 1.75/1, when compared with the former 1.375/1 standard, shows a corresponding reduction in aperture area from .495 to .388 sq. in., an area loss of 22 per cent. The paradox inherent may be explained in terms of a still camera aperture; on a dull day you enlarge the aperture opening to admit more light, which will ensure a brighter picture. If, however, your camera has a fixed aper-

ture—you must wait for bright light conditions or use a flash of artificial light for sharp results. Either way, more light must be passed through the smaller hole for a sharp picture than with the adjustable aperture camera.

With new screen sizes in theatres requiring heightened magnification of the standard 35mm frame, higher light output is correspondingly required of lamps if minimum screen brightness levels are to be maintained. This increased output will, unless compensated for, cause the film to buckle in the aperture when exposed to the additional heat released. As both aperture plate and film surface absorb this heat, warping of film, focus drift, and in extreme cases, blistering of the film surface





*When we read this letter  
was our face red!*



"Just recently we completed installation of two STRONG FUTURA II Lamps with the STRONG Bi-Power Silicon Rectifier and two water pumps for the water cooled positive jaws. Both lamps work like a charm. They're easy to clean and stay clean longer than any lamps I've run. We are getting 25% more light on the screen. Carbon consumption has been reduced by a big percentage. The lamps are beautiful. There are many more things that I like about these lamps and all of it is good."

W. C. Mathews, Projectionist

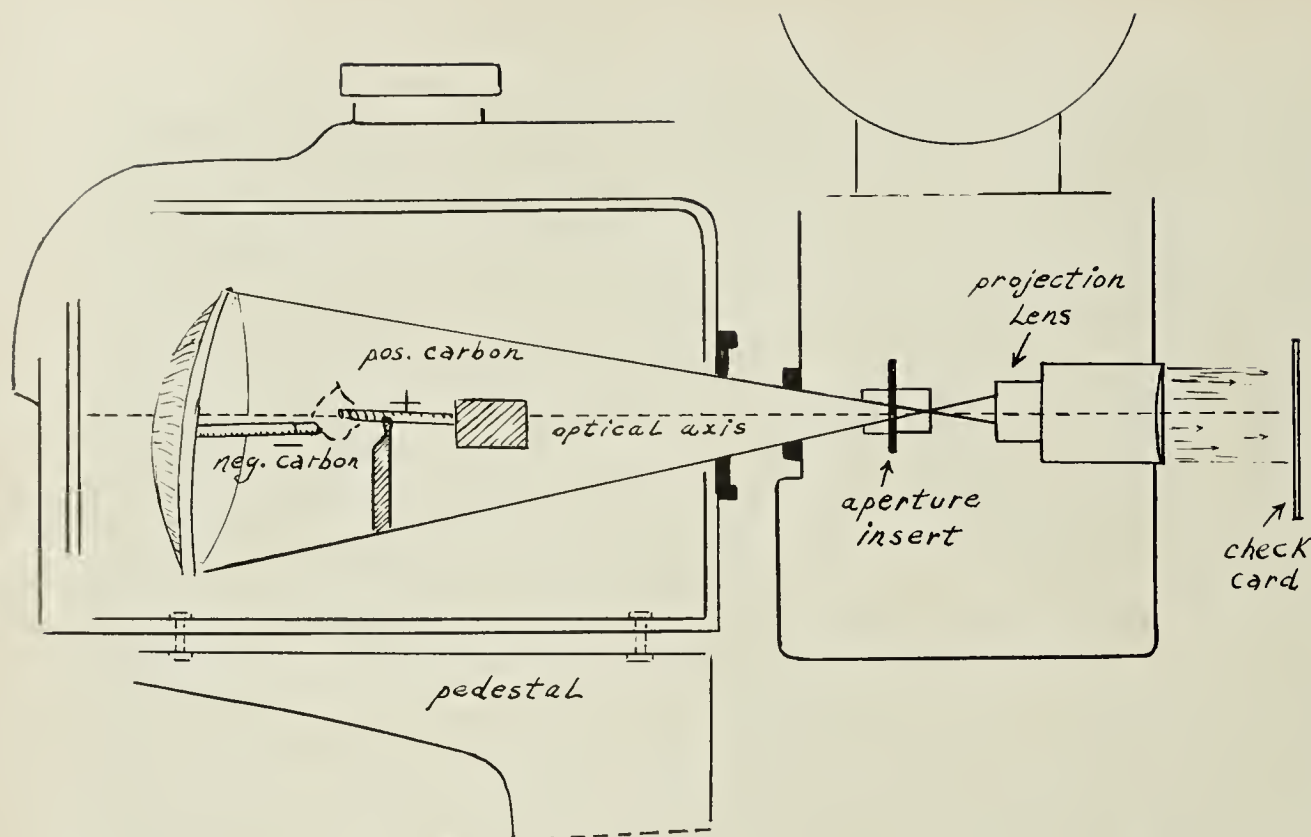
Shades Mt. Drive-In Theatre,  
Birmingham, Ala., Member  
of IATSE & MPMO Local 236

(Shown at left in picture with  
Carl Wesler, Jr., Manager)

**Such compliments make one blush**

*The Strong Electric Corp., • 21 City Park Avenue • Toledo, Ohio 43601*





OPTICAL ALIGNMENT—Aperture insert with pin hole will indicate imperfect alignment anywhere in optical train on card held in front of projection lens where image of mirror in focus will appear if alignment is correct.

can result.

Remedies for excessive heating have been introduced to combat these problems with some success. One of the most common compensations for overheating from high intensity light sources is the infra-red transmitting mirror. The Strong TufCold mirror, for example, reflects desirable light emitted by the crater of the positive carbon, while permitting invisible, heat-generating ultraviolet and infrared rays to pass through the mirror into the rear of the lamphouse where the heat is dissipated by ventilation. Thus the energy generated by the burning carbons is effectively broken down, with only the useable parts permitted to reach the critical gate area.

In addition to special surface mirrors, water-cooled aperture plates, air circulating devices, heat-absorbing filters, interference filters, and other devices have been used to combat excessive temperatures. More often than not, solution of one problem in this area does create additional difficulties which, in turn, require correction. Filters, as it is generally known, do absorb a good deal of heat that might otherwise reach the aperture (40-50 per cent), but simultaneously waste useable light. Thus, the increased output of the high intensity lamp must be proportionately stepped-up to achieve a significant net gain in screen brightness. Heat-absorbing filters require some cooling, and the heat reflecting interference filters will break down from normal usage.

#### Achieving Good Resolution

Good resolution may be defined as acceptable clarity when magnification of an image is attempted. If we take the horizontal measurement of the 35mm image area (.825 inches) and attempt to project it so that it covers an 80 ft. screen, we have magnified the image width about 1000 times. A rock steady picture under these circumstances requires absolute mechanical alignment of all projection components, a light source with consistent output and near perfect light distribution, and an appropriate lens system. Provided all of these conditions can be met,

the film must be held as steadily as possible by the projector while this optical enlargement is accomplished. Both layman and professional can see that delicate problem areas abound, and many a good projectionist working with large screen presentation of 35mm with short focal length lenses has been sorely tried with the problem of in and out focus.

Sharp focus occurs when lens, film and screen are in a precise optical relationship. Light rays converge on the theatre screen after refraction by the lens system and meet at one point where the picture, or image, appears to be "in focus." Since the screen is fixed and relatively distant from the projector, any motion of film or lens at the projector will be magnified considerably on the screen. Once the correct lenses are specified for the distance to the screen and screen size, attention therefore shifts to stabilizing the source of light rays passing through the lenses and the film itself.

#### Lamp Alignment

Misalignment will adversely affect the amount of usable light passing through the aperture, light distribution on the screen, the spectral composition of light, and focus of the reflector. A quick, positive check for true alignment can be made by inserting a strip of metal a little under film size in the gate. A pin hole drilled so that it falls in dead center of the aperture will act as a pin hole camera and pass an image of the reflector when the lamp is operated. By holding a card in front of the projection lens, this image may be checked for optical alignment. With the lamphouse on one side of the test plate and the projection lens on the other, the plate can register even the slightest movement of the reflector, the entire lamp, or the lens position.

Checking the image of the reflector, which will show shadow areas if alignment is off, make required adjustments of arc, reflector or entire lamp assembly until the picture is clear. This method also permits a check of lens mounts and variations between projection head and lamphouse base mountings. A Heyer-Shultz Optical Alignment Test Plate, pre-shaped and drilled, makes the pin hole plate method, developed by the Company, accurate and quick.

Poor light distribution, dim corners, and discoloration should prompt investigation of optical alignment immediately. Simpler mechanical methods, such as using a flashlight or string in the lens mount and sighting the axis of the carbons in relation to the aperture and lenses, may not always cure the misalignment. The projectionist lacking the skill or tools to bring his equipment into alignment by adjustments or delicate shimming should make the job an outside service must.

#### Lamp Specifications

A stable stream of bright, white light in a carbon arc burner depends on a constant current source. Unsatisfactory performance of generators, rectifiers, or lamps may be due to fluctuations in the primary power source. Standard 208 or 220 volt, three-phase service should be checked as a matter of course if difficulties are being experienced. The power company supplying service will

## Projection Arc Lamp Maintenance

**PROPER MAINTENANCE** of projection arc lamps can do much to maintain efficiency and prolong life of components. Deterioration of light efficiency may be very gradual, perhaps only at a rate of one or two per cent a month, but over a period of a year may accumulate to a 10 to 20 per cent loss, thus seriously affecting picture quality.

Since this gradual loss is impossible to detect even on a month to month basis, the best way to combat it is through a regular maintenance program that includes attention to all elements that can result in loss of efficiency. Perhaps the single most important element is the reflector which gathers the light and directs it through the projection aperture.

Daily cleaning of the reflector is a must, as combustion products will destroy its proper reflecting ability if allowed to accumulate. Even with the best of care, however, reflectors should be replaced periodically the same as air filters in your furnace before they "clog" the passage of light to the screen.

The second greatest light "thief" might be considered to be poor alignment of lamphouse to projector and lens. Even though a most effective alignment was obtained at one time, operating vibration and jars will eventually cause optical misalignment and loss of light. A lamp alignment check may gain a considerable amount of light or correct that discoloration on one edge of the picture. If your projectionist doesn't have an aligning tool your theatre equipment dealer will be glad to assist.

As a last note a few don'ts to keep in mind:—

**DON'T** file carbon contacts

**DON'T** use any but recommended lubricants

**DON'T** use carbon savers

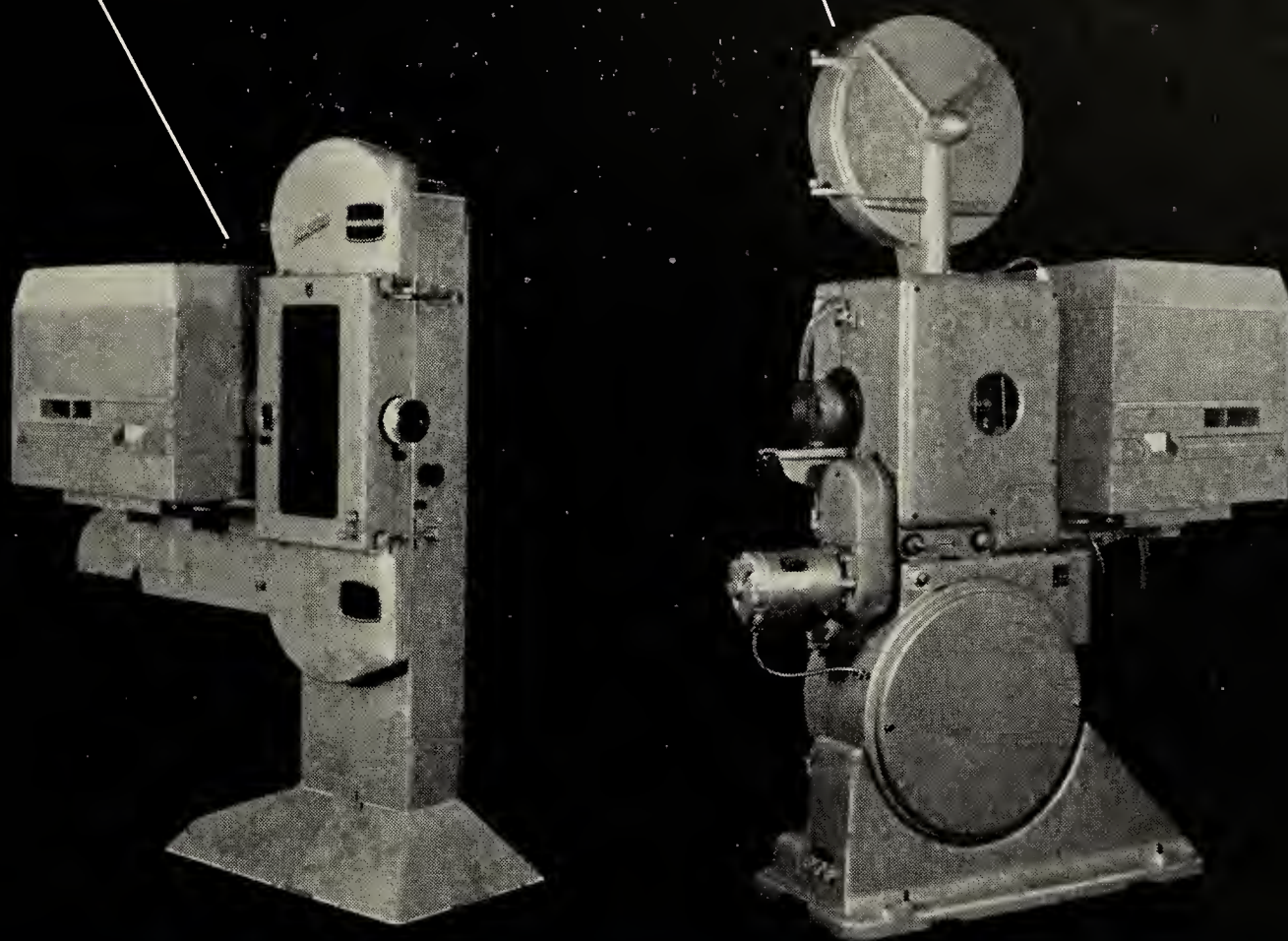
**DON'T** use any but recommended reflector cleaning compounds

*Arthur J. Hatch, president, Strong Electric Corp.*



**"I've got what it takes to keep  
theatres modern for years to come."**

**"Not all theatres, darling.  
Small ones go for my type."**



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Pick the Norelco AAll 70/35mm and you have ideal projection for *most* theatres. Rugged. Flexible. A system that will be as modern tomorrow as it is today because it handles *both* 70mm and 35mm. That gives you all the impact and brilliance of 70mm films for not much more than 35mm. And that converts to 35mm in just four minutes flat.

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Whichever Norelco projector you choose—70/35mm or 35mm—you're getting a system built to last. A system as modern as Norelco engineering can make it. And that's about as modern as you can get.



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usually cooperate in overcoming poor regulation of incoming power.

In addition to incorrect alignment and power fluctuations, poor image quality may be caused by faulty operation of the lamps, incorrect air flow through the lamphouses, and heat problems at the aperture plate.

The lamp manufacturer specifies trim sizes, current ranges, and set-up specifications which must be met if satisfactory results are to be obtained. Mirror to film distance, a clear optical path from mirror to aperture plate, and overall alignment of lamp-mirror-aperture-and lens must be provided.

The position of the gas ball created as carbons are burned is most critical, since the positive carbon crater must be located on the true optical axis of the mirror for perfect results.

Projectionists using the wrong size trims for whatever reason should be wary of the many pitfalls of this practice, which makes positioning of the arc in relation to the mirror even more critical. Bracketing, or moving the mirror in and out of adjustment will insure positioning within the white-light zone as blue and yellow discolorations are experienced when the setting is out. Following the lamp manufacturers recommendations for current ranges and trim size is, however, the best advice we can give.

Any obstructions between the mirror and screen incidental to the optical train and shutter may consume excessive amounts of light and should be removed if low screen light levels are encountered. These include heat filters of all kinds, light ports in the lamp or projector head, and glass used in projection booth ports.

The wise projectionist safeguards his mirrors or reflectors to insure maximum performance and long life. Using dry carbons and a dowsing will go a long way in protecting the mirror surface during striking periods. Cleaning mirrors regularly not only aids their reflective properties, but prevents serious hot spots and pitting. Good contact between carbons and holders is also a must that necessitates careful cleaning.

Cleaning and lubrication of the roller devices where rotating carbons are used is also important to insure a stable crater and accurate feed.

The dangers posed by inadequate ventilation of the lamphouse are well known. Toxic gas by-products can accumulate in the projection room, and overheating will damage equipment and film. Adhering to the lamp manufacturer's specifications for air movement through the lamp is suggested, checking the efficiency of the blowers with a lamphouse updraft gauge at required intervals. Excessive air motion can also adversely effect the stability of the gas ball in the lamp.

### Projector Operation

A professional 35 or 70mm motion picture projector is a rugged, precision piece of equipment designed to give years of satisfactory service, provided routine maintenance schedules set by the manufacturer are followed. Mechanical failures, however, are common enough to suggest that many machines are subject to unnecessary neglect. Consider the old bugaboo of gear failure. Next to sprocket replacement, new drive gears have traditionally ranked as "spare parts musts."

In the event of a serious jam, certain vulnerable gears in the drive trains of particular machines will strip, acting as a safety clutch of sorts which prevents further damage throughout the train. This is well and good, as the replacement chore is quickly

accomplished. Excessive replacement of gears, sprockets, and bearings, however, indicates the introduction of abnormal loads somewhere in the projection process. Preventive maintenance is, by and large, the best cure for such problems, unless the machine is ripe for a total rebuilding.

One of the advantages of newer projectors is simplified lubrication. With new or old machines, however, projectionists should know all lubrication points, be they three or 30, and follow the manufacturer's specifications for grade of oil and frequency of lubrication religiously. Closely machined surfaces are required for smooth operation, and lack of friction-reducing lubricant anywhere in the projector invites overheating, rapid wear, and eventual failure of moving parts.

A serious symptom of trouble in the projector is detectable vibration. All mountings, including pedestal, lamphouse, magazines, projector head, sound and other equipment located on the projector should be inspected regularly. Loosened bolts can be a serious matter involving more than a simple tightening, as alignment of critical parts may have been thrown off. If vibrations are noticed, don't wait to see if they get worse. Use a wooden handled screw driver or piece of 1/2" dowling as a listening post and try to isolate the source of the trouble. If your machine is so built, turn over the gear train by hand at as many points as is possible, looking for play or excessive binding. A section of broom handle drilled to hold a short piece of chalk can be wedged between the machine and a stationary surface such as a wall of heavy object placed on the floor. Travel of the mechanism will cause the chalk to either break or fall out.

Difficulty in maintaining loop size, film damage, weave and a jumpy picture can indicate worn sprocket teeth. Wear on the intermittent movement is also a source of real trouble and this part of the projector deserves special attention.

A simple trick recommended when disassembly of equipment is required will save later problems with reshimming, placing seals and small spacers: take roll of wide paper masking tape and cut off lengths that can be secured to the bench with tacks. Keep the adhesive side up and place parts lightly on the tape as they are removed from the mechanism. Small shims, nuts and flat washers will stick to the tape if disturbed and insure cor-

rect reassembly order.

If constant light output is the key to efficient lamp operation, steady motion is its counterpart in the projector. Under normal circumstances, a properly lubricated machine will move film through the projection cycle with a minimum of wear on the machine and film itself. Cleaning the projector to keep deposits of stray oil, grease, wax, and other foreign matter from impairing the quality of the picture on the screen is also a step towards better projection. Daily cleaning is also essential in the area of the soundhead, where dirt and wax may interfere with the functioning of the optical system. Dirt in the lens, optical slit, or on the stabilizer drum can cause distortion in the track as serious as problems caused by amplifiers, pre-amps or speakers. The stabilizer drum, working as a highly precision flywheel capable of maintaining the constant speed required for distortion-free sound reproduction, must be free of end play and carry as low a friction load as possible. If film is fed smoothly by the lateral guide rollers, the exciter lamp, lens and photo cell can pick up the full effects on the sound track as they were meant to be heard.

Projectionists should follow manufacturer's recommendations for refocusing the lens of the reproducer. With mirror type reflectors, the beam should be focused so as to fall on the anode of the photo electric cell. Immediate replacement of lamps with broken or sagged filaments is required. With constant and correct photo-cell voltage and free motion of rollers and the drum, equipment should deliver all the clarity its makers built into it.

Though the magnetic-type sound heads differ substantially from the optical systems, even tension on the film and a constant rate of film travel are primary considerations. As with the optical systems, build-ups of foreign matter in the soundhead area should be removed as soon as possible.

As our intention was to cover the primary elements in improving projection, we have, due to spatial limitations, by-passed some of the important equipment in the theatre booth. Those projectionists, theatre managers, and owners vitally interested in upgrading the quality of projection in their situations however, will find some valuable pointers on accepted operating and maintenance procedures in the foregoing.

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## Maintenance Tips On Core-Lite Lamps

C. S. Ashcraft advises projectionists that daily inspection of the silver contacts in the arc lamp should be made. If the contacts are blackened, they should be cleaned with powdered Bon Ami on a wet cloth. Never use anything else. Contacts, when properly cared for, should become highly polished. Silver contacts should last for years. However, they can be damaged and even ruined by running the negative carbon into the contacts, running out of carbon so that the arc melts the silver, or operating without water flowing through the contacts while the arc is burning.

Motor brushes should be inspected every two weeks in order to avoid the contact of the brush spring and commutator. Ashcraft advises a theatre to carry at least two pair of motor brushes for replacement purposes.

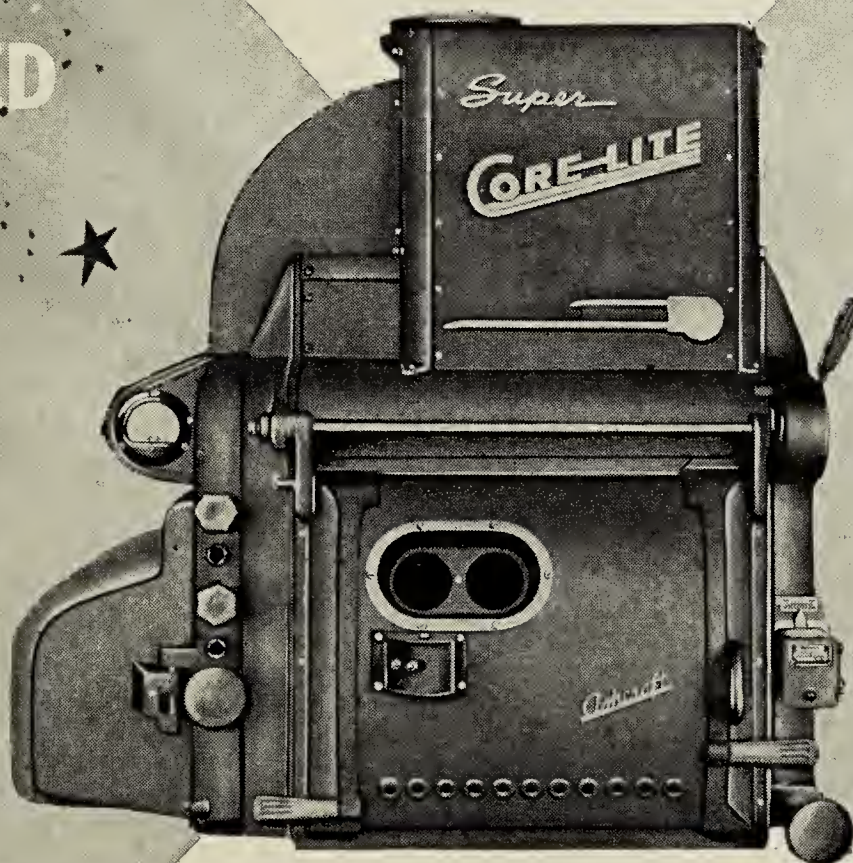
All rotating shafts throughout the lamp are mounted on roller or ball bearings which need no lubrication. However, there are some parts which must be lubricated occasionally, and some which should run dry. Be sure to consult a factory manual for complete instructions including the types of lubricants to be used. Regular lubrication of the positive drive chain, carbon rotating chain, and negative chain is not recommended, although it is sometimes necessary. If the carbon rotating chain becomes stiff or rusty, its operation can be improved by applying a few drops of graphite lubricant and carefully wiping off the residue.

Exhaust system performance should be checked on occasion, and the manufacturer advises use of a blower slightly larger than the minimum requirement and reduction of the draft individually on each lamp house by use of by-passes. Use no dampers in the exhaust system.



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*Ashcraft* **SUPER**  
**CORE-LITE**<sup>®</sup>  
**PROJECTION LAMP**  
**35/70**

UNEQUALLED  
for  
LARGEST  
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**OPTICALLY AND MECHANICALLY  
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Now available with . . . New Core-lite Front Surface Coated  
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# Light, Lenses and Screen

## Maintaining The Quality Of Projection Light Sources A Vital Factor In Outstanding Picture Image Quality

**T**HOUGH even the purest white light is produced by a projection lamp, there is no guarantee this will, in itself, result in a bright crisp picture on the theatre screen. Efficient use of the desirable light from the projection lamp calls for minimizing light loss throughout the path of light to the screen.

We have cited the importance of optical alignment to this end. While accurate alignment is a basic condition to good results, each optical surface involved in directing light to the screen is highly critical. Reflecting and condensing optical surfaces in the lamphouse lose efficiency over a period of time, reducing the amount of light that can reach the lens system. A faulty shutter, inferior projection lens, or the wrong kind of glass in the projection room port can also prevent maximum light from reaching the screen. Finally, the screen surface itself can absorb a good part of the light which strikes it, or reflect light rays at angles in such a way that they are lost to the theatre audience.

### Image Fidelity

With today's scientifically researched core type carbon, excellent color temperature and intensity, and resultant fidelity in image reproduction are possible. When operated at high current densities up to 10 amperes per sq. millimeter—a white light is radiated by the gas ball which envelops the tips of the burning carbons. According to the type of lamp used, either the gas ball or the glowing tip of the positive carbon produces light with color temperatures approximating daylight.

A "fast" projection lens, utilizing practically all of the light passing through the lens aperture, can, when used with such a high intensity light source, insure adequate brightness of even a giant screen image. Through projection lenses have become more complex due to the need for astigmatic correction, special coatings on individual lens elements have virtually eliminated light loss in the lens barrel.

### Find Right Lens

The projectionist need not, however, concern himself with light transmitting properties of a good projection lens; his first concern remains picking the right lens for his needs. Restating one of the findings of the Research Council teams which visited American theatres as noted earlier, lenses of the improper focal length were found in 43 per cent of the theatres checked. Lens manufacturers have also indicated that theatres have exchanged correct lenses for new lenses of the improper focal length, and many make a wrong first choice due to lack of trials by projectionists.

Focal length is simple to calculate, or it may be determined by using the standard charts and focal length rules available from supply dealers and lens makers. To check focal length without a chart, substitute the

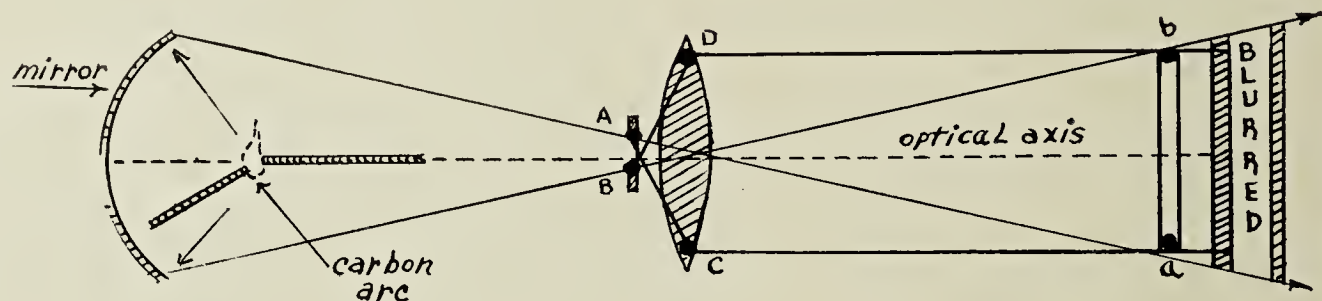
correct values\* in the equation  $F = \frac{U}{M + 1}$ .

To review a few basic principles in projection optics, picture size is a function of throw and focal length of the lens. Generally, the longer the focal length, the smaller the picture and the smaller the problems of optical distortion and resolution. Since focal length graduations are limited, a lens of exactly the right size may not be available. Also, no lens is correct to, say 5.00 inches.

The variables involved in such problems are aperture size, screen size, throw, and focal length. Since aperture masking is undesirable due to the reduction of film area and allied heating problems, and throw is usually fixed, screen dimensions and focal length of

out of position and rough handling of these precision optical parts is a sure way to reduce lens life. Always return projection lenses to the manufacturer for disassembly and cleaning of inside elements. The aperture and exant surfaces should be kept clean with lens tissue and cleaner, and dusted only with a soft, clean, sable or similar type brush. Lens coatings may be damaged by improper cleaning or running the projector with arc light permitted to pass the fire shutter and strike the lens surfaces without film in the gate.

Keep exposure of the lenses to arc heat to a minimum during booth tests. Interior damage to the optical elements of a projection lens is difficult to detect, but may substantially affect performance, making safeguards imperative.



**FOCUS OF SIMPLE PROJECTION LENS**—Light from crater of positive carbon is focused in optically designed reflector, which concentrates shaped spot of white light on rectangular aperture plate at AB. Light rays passed by the aperture enter lens DC and are redirected or refracted towards screen located in space ahead. Assuming the mirror, light source, aperture and lens are fixed, the point at which the mirror image (or film image if a still frame is held in the aperture) appears in focus can be found mechanically by moving the screen ba. Refracted rays of light converge in drawing at ba only, and mirror or film image will show distortion at all other points.

the lens are likely to be the factors adjusted. Using a variation of the above formula, picture size with a different focal length lens can be obtained by multiplying throw times aperture width and dividing by the new focal length.

Though progress has been made with built-in correctors for astigmatism and other optical aberrations, use of extremely short focal length lenses is likely to create critical focus problems in situations where short throw cannot be helped and a wide picture is desired.

Never subject your projection lenses to shock. Operating vibrations alone may, in time, cause elements within the barrel to move

Much can be done with projection optics, seating plans, and various types of screens to eliminate distortion of the screen image. There is, however, the familiar problem of side seating angles so severe that normal distortion results from viewing the plane surface of the screen from an oblique perspective. Side viewing conditions should be given special attention by the projectionist and called to the attention of the theatre's management when nothing but major surgery will cure the ill.

Assuming that the projector, lamp, and lens system are in good order, final results are still contingent upon effective reflection of the projected light rays by the theatre screen. Both the type and condition of the screen surface used have a great deal to do with overall picture quality, as otherwise useable light may be absorbed by the screen or reflected off at undesirable angles.

Any type of theatre screen is basically a reflector. The surface material, be it matte white, beaded glass or other material over a white base, or a silvered surface, may be expected to change with age. Dirt accumulates in surface pores, the surface coating may be subject to discoloration, and other changes

\*Calculation of focal length without rule or chart: Using the equation

$F = \frac{U}{M + 1}$  when: M equals optical magnification (computed by dividing width of the screen in inches by the width of the aperture).

U equals distance between projection lens and screen in inches.



# THEATRE CIRCUIT CHANGES TO COKE<sup>TRADE-MARK®</sup> AND SOFT DRINK SALES CLIMB 25%

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A foremost New York theatre circuit\* recently changed to Coca-Cola at its refreshment counters.

Announcing the powerful results, the Circuit reports: "During the summer for . . . 9 weeks . . . as compared to the same period last year . . . our counter drink sales increased \$3100 over last year or 25% . . . The figures reflect that Coca-Cola has had a great effect upon increasing counter drink sales for our theatres."

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Have you discovered what this theatre circuit has?

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We Keep a Scrapbook, too.



likewise alter its original reflective properties. When new, the screen may exhibit certain gain characteristics and diffusion abilities that may not hold for the full period it is used. Standard allowances for reduced lumen ratings applied to other type luminaires (allowing for a 60-70 per cent in service performance rating) suggest that a year old screen might require a significantly brighter light source to deliver the desired 9-15 ft. candles of illumination. In addition, reflective efficiency of arc lamp mirrors and reflectors decreases slightly over a period of time, meaning that periodic screen brightness tests should be made in all situations.

A highly polished, first surface reflector struck by light beams reflects nearly 100 per cent of the rays incident to it, at angles equalling the angles of incidence. This specular type reflection is of limited use in viewing screens, despite its gain applications, as it limits the angles from which the screen may be viewed.

### Reflection Loss

Any tarnish or discoloration of the surface also reduces reflective abilities considerably. Polishing projection lamp mirrors, for this reason, is a way of offsetting this potential source of light loss in the booth, but the same considerations apply to the theatre screen, where the job is much more formidable.

If a silvered surface loses its high polish, or is deliberately dulled, it will also reflect light rays at more varied angles, but all in the same general direction. Control of reflective direction is decreased but adds to the diffusive capabilities of the screen. If a reflective material is slightly rough, individual rays of light striking it will be reflected in accordance with the laws of incidence and reflection, governed by the plane of the surface at the point of incidence.

A matte type screen, accordingly, is not a smooth surface, but one with sufficient surface irregularities to enable total diffusion of the light striking the surface, regardless of the angle of incidence. When these surface irregularities become clogged or filled with dirt, soot, or other deposits, the reflective ability of the screen is critically impaired.

### Maintain Brightness

If side viewing angles in excess of 30° are encountered, brightness readings from the sides of the auditorium may barely come up to the 9-15 ft. lambert standard when the screen is new, making periodic checks essential if patrons occupying these seats are expected to see a bright image on the screen.

Cleaning the screen surface regularly will help maintain reflective efficiency. Dusting the surface weekly with a fine camel's hair brush or other soft material is suggested. Washing the screen can restore some of its original whiteness as dirt, dust, and soot will gather in the small pores. Always wash the entire screen, top to bottom, using a mild detergent and taking care to avoid streaking as much as possible.

### Repaint Carefully

Repainting the screen may work to restore original color, however care must be taken to insure that diffusiveness is not destroyed by filling in the surface irregularities by successive coats of paint.

No screen will reflect or use to advantage 100 per cent of the light incident upon it,

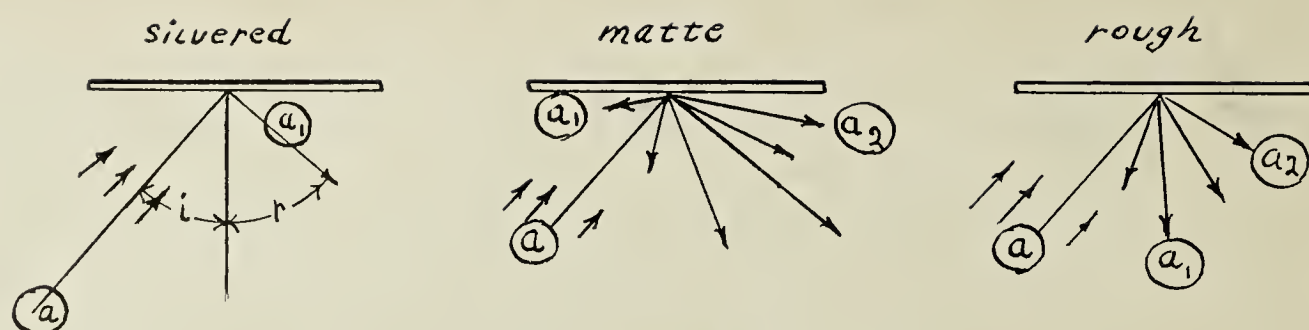


FIGURE I

LEFT TO RIGHT—Light rays travelling in the direction of (a) and striking a highly polished surface such as a silvered reflector have an angle of reflection (r) equal to the angle of incidence (i). Reflected ray (a<sub>1</sub>) is "bent" extension of (a). Light rays travelling in the same direction as (a) striking a matte surface are reflected in a diffuse pattern. Flat paints and similar mat finishes tend to reflect light of nearly the same intensity throughout the 180° angle of a plane surface, regardless of the angle of incidence. Rays (a<sub>1</sub> and a<sub>2</sub>) will, therefore yield theoretically identical brightness readings regardless of the origin of the light rays indicated by (a). A more narrow spread of reflected rays shown to right is characteristic of glossy, unpolished surfaces. Objectionable sheen or glare rules out use with bright light source such as arc carbon.

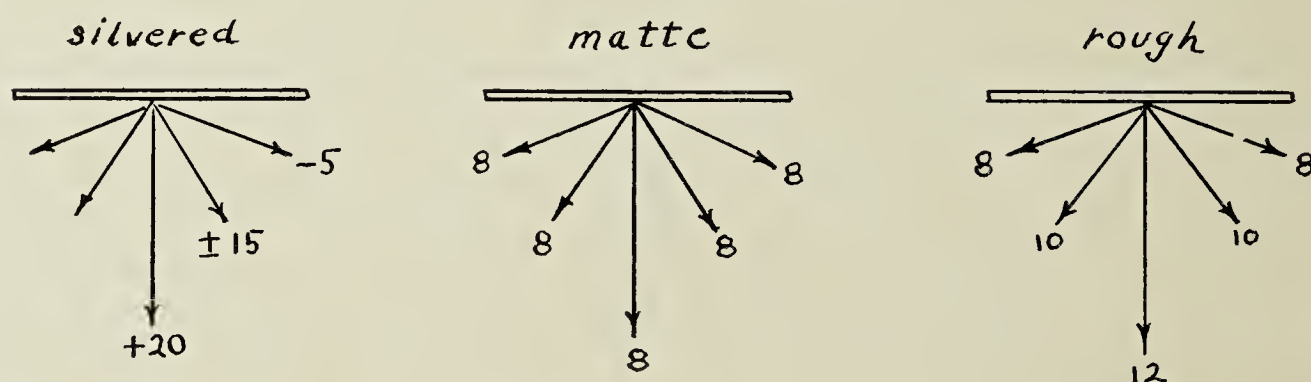


FIGURE II

LEFT TO RIGHT—Silvered or metallic surfaced screen exhibits high center "gain" with severe fall-off at side angles. Incidence angles of light rays striking edges of screen "bend" rays to sides and yield a bright screen center and dim corner areas. Though matte screen provides even distribution of light, absence of gain can make other screen surfaces preferable, as intensity of reflected light is dependent on the condition of screen surface. Diffusing crystals in good gain screen are controlled to provide maximum gain and desirable light distribution. Numbers indicate foot candle readings at center and side angles, made on metallic, matte, and commercial Technikote XR-171 gain screen.

regardless of its age or condition. Providing viewing angles permit, special directional screens which appear much brighter than a matte surface may be used.

In the final analysis, maintaining a crisp picture on the theatre screen that can be

viewed comfortably from any seat in the house demands more than careful planning. It is up to the projectionist to take into consideration the many factors discussed, as he is in the best position to make comparative judgments on existing picture quality.

## Construction, Remodeling On Upsurge In Texas

DALLAS—Theatre construction is on the increase in Dallas, as it is in other cities in Texas and other sections of the country. It is estimated that the local building boom will add \$4,000,000 to the local economy.

There are nine new theatres planned, under construction, or just recently completed—while two others are scheduled to undergo remodeling and redecorating.

The \$1,500,000 Gemini Twin D-I, with two screens, space for 2,100 cars, eight approach lanes, and four box offices, scheduled for completion this month, is being built by Barton R. and Gordon McLendon.

The McLendons are also building the Park Forest Theatre. It will be a 1,000 seat theatre to be ready for opening July 22. The theatre will cost an estimated \$300,000 with latest equipment, including 70mm projection.

Under consideration by the McLendons is a similar theatre to be constructed in the Pleasant Grove area.

Interstate Theatres has built the Westwood Theatre, Richmond, at an estimated cost of

\$350,000. Interstate is also building the Belaire in the Hurst-Belaire Shopping Center. Both will have 1,000 seating capacity with wide screen, 70mm projection equipment, and other modern improvements.

The twin Cinema I and Cinema II will be opened July 22 by the General Cinema Corp. Cinema I has a seating capacity of 1,200 and Cinema II has 1,000 seats. Both have a common lobby and box office. Theatres were built at a cost in excess of \$750,000.

The Town and Country D-I and the Belt Line 67 D-I were opened recently by C. D. Leon. Both have a 1,000 car capacity and were built at an estimated cost of \$250,000.

The Inwood was just recently completely remodeled by Interstate Theatres with a new screen installed, 70mm projection equipment, new carpeting, repainting, and seating rearranged.

Currently undergoing remodeling is the Texas, Oak Cliff, which will include recarpeting, newly decorated entrance and lobby, and repainting.



**13  
more servings  
PLUS  
lower cost  
per gallon...  
more profit!**



Royal Crown Cola syrup adds up profits TWO ways: (1) there are 128 servings in each gallon of RC compared to only 115 offered by our higher priced competitor, (2) RC syrup is the lowest cost national cola brand. And . . . with RC you get liberal jug allowance / theater parties (write for details of 1500 successful promotions for kids)/quick delivery / complete line, all from one source. Serving Royal Crown Cola makes sense . . . and profit.

**Royal Crown Cola Co.**

Columbus, Georgia

Other fine products: *Diet-Rite Cola / Nehi / Upper 10 / Par-T-Pak.*

"ROYAL CROWN" REG. U.S. PAT. OFF.



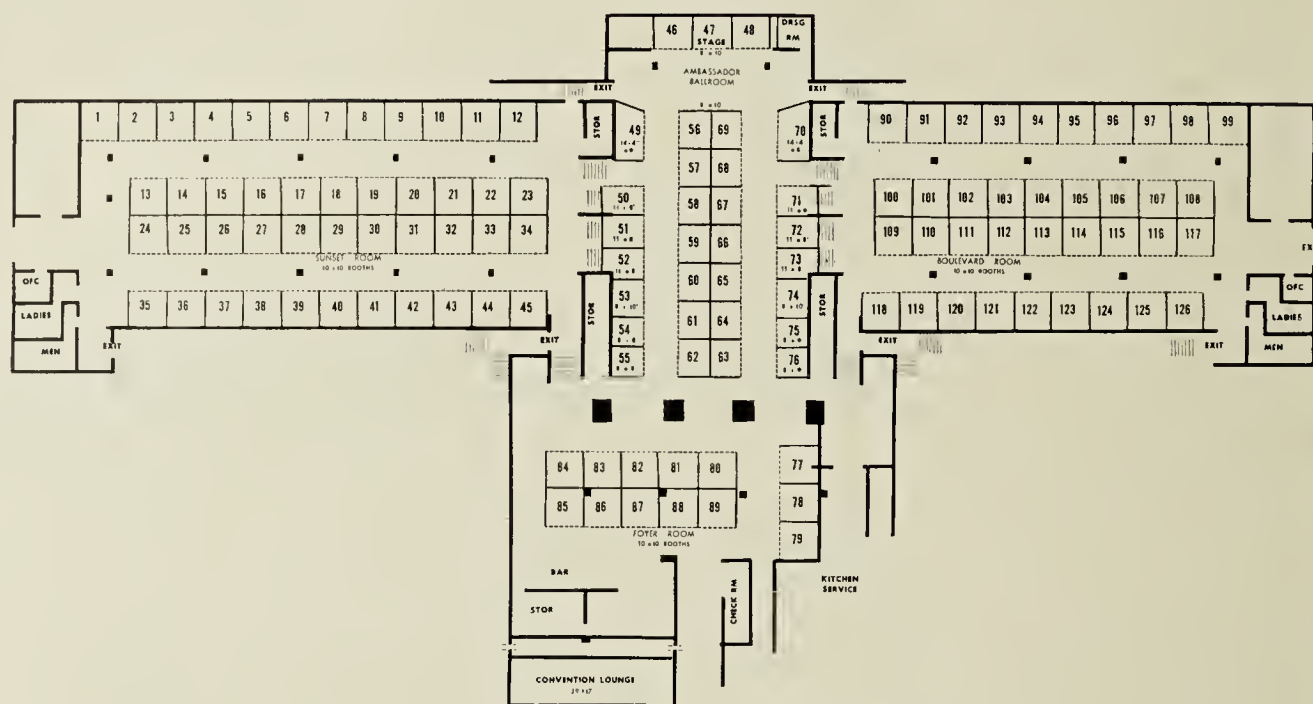
# NAC MAPS FUTURE, PLANS CONVENTION

CHICAGO—Directors of the National Association of Concessionaires concluded sessions at the Sheraton-Blackstone Hotel, with 23 of the 29 association officers and directors in attendance. Attending his first board meeting since his recent appointment as a director was John Burlington, vice-president, The Vendo Company, Kansas City.

Edward S. Redstone, Northeast Drive-In Theatre Corporation, Boston, NAC president, was very enthusiastic about the many constructive activities currently engaged in by NAC to broaden the association's program of service to the refreshment concessions industry, and paid tribute to the various committee chairmen heading and reporting on these projects for their dedication and untiring efforts.

A highlight of the meeting was a report of the increased membership growth which the organization as experienced since the board met in Chicago last year, when it undertook an intensive membership recruitment campaign reaching into the grass roots level of the refreshment concessions industry.

Two committees of the organization spearheaded the campaign—the membership committee, headed by Augie J. Schmitt, Houston Popcorn and Supply Co., Houston, NAC board chairman, and the Candy, Tobacco Liaison Committee, chaired by Irving Shapiro, Concession Enterprises, Boston, NAC regional vice-president. Record membership gains were reported by Schmitt, and plans for stepping



Los Angeles Trade Show Floor Plan

up the tempo of the organization's membership efforts were outlined in detail.

Exhibit space at the Ambassador Hotel, Los Angeles, is rapidly being allocated for the 1965 Concessions and Motion Picture Industries Trade Show, Oct. 27-30. With more than five months still remaining, available booths have already been reserved by a wide variety

of firms representing concession and theatre equipment; candy and confectionery products; syrup and beverage dispensing; specialty food distributors; popcorn machines and popcorn products; food preparation equipment; cups and packaging materials; refrigeration equipment; and manufacturers of food-candy-beverage and cigarette vending equipment and other related products and services. It is sure to be a sell-out.

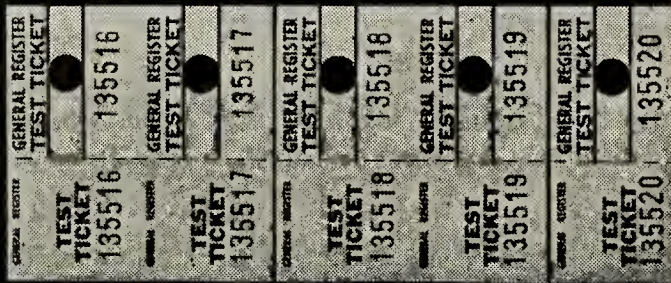
The Trade Show is co-sponsored by the National Association of Concessionaires, Theatre Owners of America, and Theatre Equipment and Supply Manufacturers Association, and will run concurrently with the national conventions of the three organizations.

Bert Nathan, NAC exhibit chairman, announced that the following firms have reserved exhibit space:

Adler Silhouette Letter Co., Los Angeles; American Machine & Foundry Co., Beverage Dispensers Food Service Div., Greenwich, Conn.; American Seating Co., Grand Rapids, Mich.; C. S. Ashcraft Mfg. Co., Long Island City, N. Y.; Ballantyne Instrument & Electronics, Inc., Omaha, Nebr.; Bally Case and Cooler Co., Bally, Pa.; Blumenthal Bros. Chocolate Co., Philadelphia; Bonomo Candy Div., Gold Medal Candy Corp., Brooklyn; Castleberry's Food Co., Augusta, Ga.; Century Projector Corp., New York City; Certified Laboratories, Ft. Worth, Tex.; The Coca-Cola Co., Atlanta, Ga.; Coffee-Mat Corp., Elizabeth, N. J.; Cornnuts, Inc., Oakland, Cal.; Cretors and Co., Nashville, Tenn.; Crush International Inc., Evanston, Ill.; Curtiss Candy Co., Chicago; Dr. Pepper Co., Dallas, Tex.; Drive-In Theatre Mfg. Co., Kansas City, Kan.; Encyclopaedia Britannica, Inc., Chicago; John P. Filbert Co., Los Angeles; Food Equipment Industries, No. Quincy, Mass.; General Register Co., Div. of Universal Controls, Cockeysville, Md.; Gold Medal Products Co., Cincinnati, Ohio; Goldenberg Candy Co., Philadelphia Griggs Equipment, Inc., Belton, Tex.; Henry Heide, Inc., New Brunswick, N. J.; Heywood-Wakefield Co., Menominee, Mich.; Institutional Food Equipment Corp., Huntington Park, Cal.; Jet Spray Corp., Waltham, Mass.; Lazar Kosher Sausage Fac-

(Continued on NEXT page)

## HERE'S THE BEST TICKET YET FOR DRIVE-IN ADMISSION CONTROL!



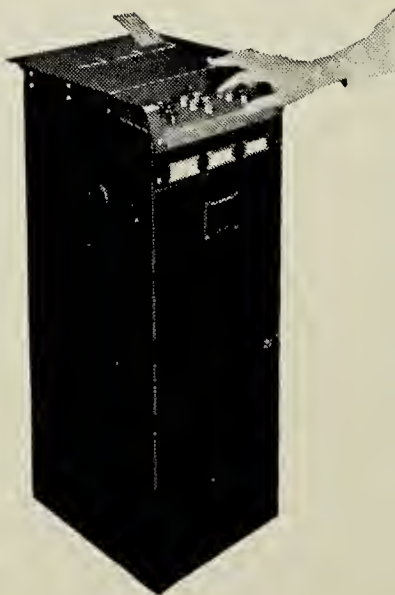
Let's face it. Lack of good drive-in admission control can cost you money. We haven't found the perfect solution yet. But we have come up with a new ticket that gives you the best control possible.

The Automaticket ST2x1 issues a single flat strip of 1 to 5 tickets. Takes only a second to stub. Any hand-tearing is easily spotted. And when used under the windshield wiper, the strip makes a perfect occupancy control check.

See for yourself why the ST2x1 is just the ticket for drive-ins. Ask your dealer for some sample strips.

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CONTROL SYSTEMS

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A DIVISION OF UNIVERSAL CONTROLS, INC.





tory, Chicago; Lily-Tulip Cup Corp., New York City.

Also Manley, Inc., Kansas City, Mo.; Mason Candies, Mineola, N. Y.; Miracle Equipment Co., Grinnell, Iowa; National Theatre Supply Co., Tarrytown, N. Y.; National Vendors, Inc., St. Louis; Newman & Weissman Associates, Brooklyn; Arnold Palmer Enterprises, Inc., Pleasantville, N. J.; The Pepsi-Cola Co., New York City; The Pillsbury Co., Minneapolis; Planters Peanuts Div., Standard Brands, New York City; Prembrex Theatre Supply Co., Los Angeles; Pronton Foods Corp., Chicago; Rex Packaging Co., Carteret, N. J.; Roll-O-Sheets, St. Louis; Roman Vide Co., Chetek, Wis.

Also Popcorn Products, Inc., TV Time Foods, Chicago; Royal Crown Cola Co., Columbus, Ga.; Rowe AC Manufacturing, Whippany, N. J.; Selmix Dispensers, Inc., Long Island City, N. Y.; The Seven-Up Co., St. Louis; Shoemaker Automatic Popcorn Machine Co., Los Angeles; Smithfield Ham and Products Co., Smithfield, Va.; Stanford Industries, Chicago; Star Manufacturing Co., St. Louis; Strong Electric Corp., Toledo, Ohio; Supurdisplay Inc./Server Sales Inc., Milwaukee, Wisc.; Sweetheart Cup Div. Maryland Cup Corp., Owings Mills, Md.; The Sweets Co. of America, Inc., Hoboken, N. J.; Switzer's Licorice Co., St. Louis; Union Carbide Corp., Carbon Products Div., New York City; The Vendo Co., Kansas City, Mo.; Victor Products Corp., Hagerstown, Md.; Wagner Sign Service, Inc., Chicago; and Westinghouse Electric Corp., Automatic Merchandising Div., Springfield, Mass.

Details for the annual convention program in Los Angeles were discussed and a report by Andrew S. Berwick, Jr., Wright Popcorn and Nut Company, San Francisco, and NAC's convention program chairman, indicated that delegates attending the convention will be treated to an interesting and varied program. This will include an expansion of last year's popular feature, "What's New in The Market Place," as well as professional speakers who will cover the over-all spectrum of snack bar and refreshment concession design and employee management.

Another highlight of the program will be a tour of local theatres and amusement centers to afford visiting concessionaires with a "look-see" at other concession operations in the Los Angeles area, plus a trip to Disneyland for an inspection of their refreshment facilities.

Jack O'Brien New England Theatres Corp., Boston, NAC second vice-president and regional chairman, reported on successful regional conferences held this year in Kansas City and Baltimore. He also outlined plans for staging regionals in several other locations, among them the NAC Northeastern Regional Conference being held in conjunction with the annual convention of the Theatre Owners of New England, Aug. 30 to Sept. 1 at the Sea Crest Hotel, North Falmouth, Mass., and the Canadian regional meeting in November at the Inn-in-the-Park Hotel-Motel, Toronto, Canada. In addition to regularly scheduled NAC conferences, many NAC members have appeared on programs of other industry groups.

O'Brien, who is also chairman of the NAC contest committee, reported that to date more than 75 refreshment concession operators and managers have entered the association-sponsored "Concession Idea Man of the Year" competition. Entries received come from twenty-three states and many provinces in Canada with approximately 15,000 contest brochures having already been mailed from NAC offices in Chicago to all segments of the

## Vendo Exec. To NAC

BOSTON—Edward S. Redstone, of Northeast Drive-In Theatre Corp., and president of the National Association of Concessionaires announced here the appointment of John L. Burlington vice-president, General Automatic Products Sales of the Vendo Co., Kansas City, as a director-at-large of NAC to fill an existing vacancy on the association's board of directors.



BURLINGTON

Associated with the Vendo Company since 1950, Burlington was named vice-president, general products sales in 1960, and vice-president, general automatic products sales in 1962. He is also a director of the National Automatic Merchandising Association and is active in the dairy industry's supply association.

Prior to coming with Vendo, Burlington was with T.W.A. for eleven years in Cincinnati and Kansas City. He has been vice-president of the Ohio State Junior Chamber of Commerce, president of the Kiwanis Club of Cincinnati, and lieutenant governor of Kiwanis clubs in Ohio. He is a graduate of Graceland College and the University of Kansas.

refreshment concessions industry. Winner, to be judged by a committee soon to be named by NAC, is to receive an all-expense trip to the association's 1965 convention in Los Angeles, with several merit awards to be

made to runners-up.

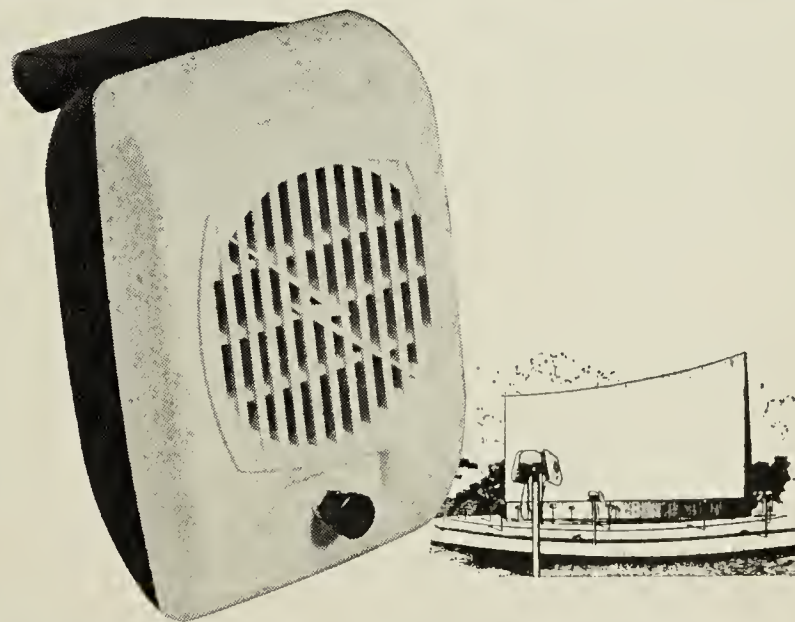
O'Brien also called the board's attention to a tie-in contest now being conducted by J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Canada. They are offering prizes to managers who either win the Grand Award or one of the several merit awards. Taking a cue from Fitzgibbons, heads of several other theatre chains and concession operations have announced their intention to follow a similar plan.

Publication of a third supplement to the popular NAC Concession Handbook is now in preparation, it was revealed in a report made by Van Myers, Wometco Enterprises, Miami, NAC director-at-large and chairman of the organization's special services committee. The third volume will touch on many subjects, including "A New Look at Automatic Vending," "How To Get the Most From Concessions in Art Houses," "How to Raise Your Per Capita Sales," "Popcorn Promotion—Still the Foundation Item," and "How to Diversify Concession Operations." It will be ready for distribution at the Los Angeles convention.

Louis L. Abramson, NAC executive director, gave the board a complete report on organization activities during the past year and brought them up-to-date on many new member services which have been instituted. In the absence of John W. Wilson, National General Corp., Beverly Hills, Cal., NAC general convention chairman, Abramson reported on hotel arrangements and other convention details. He will also go to Los Angeles the latter part of June to meet with Wilson and members of his committee to complete convention planning.

A meeting of the NAC public relations committee, headed by Spiro J. Papas, Alliance Amusement Company, Chicago, and a past president of the association, was also set.

**IF  
YOU PLAN  
TO BE IN  
BUSINESS  
FIVE YEARS  
FROM NOW**



**... YOU SHOULD BUY ONLY  
BALLANTYNE DUB'L CONES**

Dub'l Cones just can't be made cheap... only well and long lived... And plenty of drive-in operators understand how long life helps profits. A Dub'l Cone will last five to eight years and cost \$5.60 to \$6.80. That's only about 80c per year per speaker—a whole lot less than single cone speakers, which cost \$4.00 that may last one or two years and cost \$2.00 per year.

BALLANTYNE HAS MADE more than 2,000,000 speakers. The DUB'L CONE reflects long experience to cope with every kind of problem from careless dropping to enterprising teenagers. Shock proofing, die-cast aluminum case and practical design pay off. And the sound is far better than any other speaker. The Dub'l Cone principle adds depth, clarity and presence.

**Ballantyne**

INSTRUMENTS AND ELECTRONICS, INC.  
A DIVISION OF ABC CONSOLIDATED CORPORATION  
1712 JACKSON STREET OMAHA, NEBRASKA 68102

● Speaker cone, air tight from outer cone. Forces outer cone to drive with speaker cone, resulting in greatly improved tone.

● Large 1.47 oz. magnet gives exceptional quality to sound.

● Magnet welded to frame, for permanent alignment.

● Outer cone sealed from inner cone, offering complete protection from elements.



## Ballantyne Operating At Record-Breaking Pace

OMAHA — Ballantyne Instruments and Electronics, Inc., announced recently that it has the largest backlog of theatre equipment orders in its history. J. Robert Hoff, executive vice-president of Ballantyne, indicated that the company now has orders for the equipping or re-equipping of new or existing theatres amounting to nearly \$3,500,000. Hoff said that weather delays in the first quarter slowed down many installations. He indicated that second quarter and third quarter sales will be the largest in the company's history.

Hoff said that while the shopping center theatre idea is still moving strong, the surprising aspect is a resurgence of drive-in

theatre orders.

"There is a tendency toward much more elaborate, comfortable, attractive drive-in theatres. It is no longer good practice to 'just get by.' Top operators are putting in 70/35mm projectors and concession areas that dwarf previous operations. City fathers over the country are looking carefully at drive-in projects which may become a city or town eyesore," he said.

Hoff also said that the improvements in equipment, particularly transistorized sound, has met with unprecedented acceptance.

Ballantyne is a division of ABC Consolidated Corporation.

## Dr. Pepper Ups Dividend; Earnings Show Increase

DALLAS—Announcement was made by the Dr. Pepper Co. of a second quarter dividend increase from 17½ cents to 20 cents, payable June 1 to shareholders of record May 20.

Wesby R. Parker, chairman and president, said this is a five cents a share increase over the dividend paid on June 1, 1964.

Parker said the company also has completed negotiations for acquisition of Hustle, a high protein, vitamin and mineral-rich drink.

The increased dividend is the second boost in per share dividends the company has made in the past six months. The Dec. 1, 1964, payment was increased from 15 cents to 17½ cents. The June 1 payment brings per share

payments for the period to 37½ cents.

Parker reported first quarter earnings of the firm were up 40 per cent to \$310,174, from \$218,325 in the comparable period last year. This amounted to 21 cents a share, up from 15 cents a share in the first quarter last year.

The company, according to Parker, expects to start distributing Hustle in selected areas by early summer. The product will be handled by food brokers for distribution through chain and supermarket warehouses and wholesale grocers.

Jim Hollingsworth was named to handle Hustle marketing. He has been with the Dr. Pepper Co. for the past five years.

## Coca-Cola Slide Film Aids Customer Relations

CHICAGO—Each year, over eight billion hungry customers roll into drive-ins throughout the United States and ring up sales totaling more than \$3 billion. This ever increasing amount of people on the move are served food and refreshment by more than ½ million employees working in over 42,000 drive-ins of all types. These facts plus many more receive vivid treatment in a new sound slide film available by writing the fountain sales department of The Coca-Cola Company, Atlanta, or by contacting the local fountain sales representative.

Representatives of The Coca-Cola Company's fountain sales department attending the annual National Restaurant Association convention here recently were showing this latest training aid sound slide film to customers in addition to their many other duties.

"Walk-Up Hospitality" deals with the walk-up type drive-in food establishment where a limited menu is used. The film bears down on the host-guest relationship to teach better customer relations. Customers, or the guests, judge the drive-in and its personnel by a test as simple as A-A-A (appearance, attitude and actions).

Using an ample amount of showmanship, the film proceeds to the special formula that's a moneymaker for employee and boss: Suggestion selling equals plus sales, or, as The Coca-Cola Company calls it, PLUSMANSHIP. When a customer orders a hamburger, ask "With cheese?" Then suggest, "Some french fries with that?" Chances are he will nod and two items are added to the sale.

The Coca-Cola Company's fountain sales department has added another "first" in custom merchandising service to the food and beverage industry as a part of its continual personalized training program to teach retail food outlet employees how to increase sales and build good will.

## TCL Promotions Set

TORONTO—The following promotions of Theatre Confections' personnel were announced recently by J. J. Fitzgibbons, Jr.:

Frank C. Troy, branch manager, Vancouver, to Toronto as assistant to the general manager and purchasing agent; William J. Giglio, purchasing agent, Toronto, to Vancouver as branch manager, servicing accounts in B.C., Yukon, and Alberta; Gerald R. Dillon, branch manager, drive-in department, to division manager, indoor theatres, Ontario district "A" and drive-in department; John Dymont, supervisor, drive-in department, to branch manager, drive-in department; Leonard Turoldo, Toronto branch manager, to branch manager, indoor theatres, Ontario district "B"; Douglas Lowes, Toronto, to supervisor, indoor theatres, Ontario district "A"; Patrick Christie, Toronto, to supervisor, indoor theatres, Ontario district "B."

## Kneisley's "M" (miniature) Line of Silicon Rectifiers will never overcrowd your Projection Room

### SMALL SIZE—COMPACT DESIGN

20"x20"x10"

Two rectifiers occupy less than 1 square foot of usable space right in the projection room. Standard sized rectifiers and motor generators require four to six times the space, and are generally remotely located.

NOT ONE OUNCE OF QUALITY HAS BEEN SACRIFICED TO ATTAIN SIZE AND PRICE REDUCTION

### MINIMUM WIRING

Save installation costs—Save power

Only one 3 phase line need be brought into projection room, terminating at rectifier.

### MINIMIZER

Arc Striking Current Minimizers for protection of reflectors and carbon craters furnished at no additional cost.

Write us for full particulars. Or see your supply dealer. No obligation.

THE KNEISLEY ELECTRIC CO. P. O. Box 1506



THE "M" LINE OF SILICON RECTIFIERS 115 THRU 180 AMPERES 3 PHASE. 81% To 85% EFFICIENT.

### MODEST PRICES

Save on initial investment

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CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs  
*Lorraine Arc Carbons*

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- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

*XETRON* products

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*XETRON* LAMPHOUSES • *XETRON* POWER SUPPLIES  
by Cinemeccanica by Christie

CARBONS, INC.

BOONTON, N. J.



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- ☐ ASHCRAFT MFG. CO., INC., C. S., Super Core-Lite 35/70 Projection Lamp
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- ☐ CARBONS, INC., Lorraine Arc Carbons
- ☐ CENTURY PROJECTOR CORP., All-New 70/35mm Projectors
- ☐ COCA-COLA CO., THE, Coca-Cola
- ☐ DR. PEPPER CO., Dr. Pepper
- ☐ GENERAL REGISTER CO., DIV. UNIVERSAL CONTROLS, INC., Automatic Control Systems
- ☐ HEYER-SHULTZ, INC., Unbreakable Metal Reflectors
- ☐ HEYWOOD-WAKEFIELD CO., "Air-Flo Rocking Chairs"
- ☐ KNEISLEY ELECTRIC CO., THE, "M" Miniature Silicon Rectifiers
- ☐ MASSEY SEATING CO., Theatre Seat Rehabilitation
- ☐ NATIONAL THEATRE SUPPLY CO., Theatre Equipment and Supplies, American Seating Chairs
- ☐ NORTH AMERICAN PHILIPS CO., INC., Nor-elco 70/35mm Projectors
- ☐ PEPSI-COLA CO., Regular and Diet Pepsi-Cola
- ☐ ROYAL CROWN COLA CO., Royal Crown Cola Syrup
- ☐ STRONG ELECTRIC CORP., THE, "Futura" Arc Lamps
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LIST ITEMS \_\_\_\_\_

ISSUE OF JUNE 16, 1965

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THEATRE .....

ADDRESS .....

CITY, STATE .....

**MOTION PICTURE EXHIBITOR**

317 N. Broad St., Philadelphia, Pa. 19107.

**Brochure On Reflectors**

A new brochure on replacement reflectors for projection lamps and their relationship to efficient, economical operation has been issued by The Strong Electric Corp. It encompasses the use of second surface rear silvered reflectors and also the first surface (front coated) cold type and tells where each are appropriate.

A copy may be obtained by addressing a request to Strong Electric, 21 City Park Avenue, Toledo, Ohio 43601.

# **New Snack For Pepsi Voted At Stockholder Meet**

WILMINGTON, DEL. — Pepsi-Cola Company held its annual meeting of stockholders recently at the offices of the Corporation Trust Company. An agreement and plan of reorganization, voted upon at the meeting, provides for the acquisition by Pepsi-Cola, through its wholly-owned subsidiary created for the purpose, Flico Properties, Inc., of substantially all the property and assets of Frito-Lay, Inc., in exchange for shares of capital stock of Pepsi-Cola.

Stockholders also were to vote upon proposed amendments to the certificate of incorporation, to increase the authorized capital stock of Pepsi-Cola, par value 33½ cents per share, from 7,500,000 shares to 12,000,000 shares, and to change the name of Pepsi-Cola to "PepsiCo, Inc."

Ten directors were elected at the Pepsi-Cola meeting, and five other persons designated by Frito-Lay were proposed to be elected after June 10, scheduled closing date for the merger, to the board of the new

PepsiCo, Inc. Eight of the present Pepsi-Cola directors were proposed for re-election along with Herman A. Schaefer, vice-president, finance, and Peter K. Warren, vice-president, marketing and operations. Missing from the list of candidates were two present board members, John Crawford Steele and Sheldon R. Coons.

In the opinion of the respective managements, "The addition of convenience or snack foods to Pepsi-Cola's product line will provide desirable diversification, particularly in foreign countries, and Pepsi-Cola's experience in foreign operations is expected to result in significant penetration by Frito-Lay's products in such areas."

Consummation of the agreement is subject, among other things, to the receipt by Frito-Lay of a ruling, satisfactory to it, from the Internal Revenue Service.

Pepsi-Cola stockholders were also asked to approve the stock option plan for key employees adopted by the board last year.

## **R. C. Board Meets In Los Angeles**

LOS ANGELES—The Royal Crown Cola Co. board of directors met here recently at the Ambassador Hotel. The board has met outside of its Columbus, Ga., headquarters in some 55 cities since 1960 when it initiated a travel series of board visits to key cities, usually on a three-city basis each quarter.

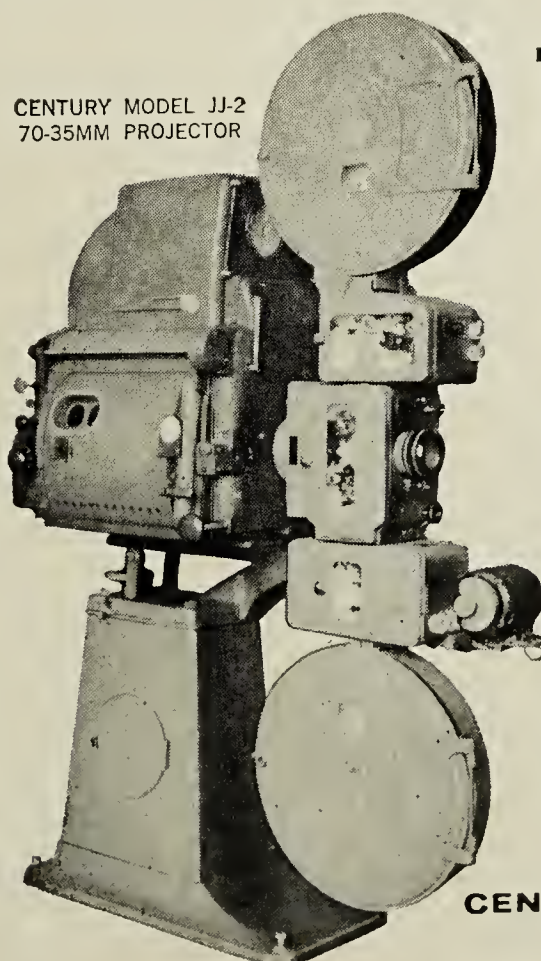
Included on its 13-man board are noted TV-radio celebrity Art Linkletter (keynote chairman of the board, financier, and former speaker at a businessmen's luncheon following the meeting); Edward L. Norton, Governor of the Federal Reserve Board, from Birmingham, Ala.; W. H. Glenn, immediate past-president of the company, and now chairman of the finance committee, from

Columbus, Ga.; and W. E. Uzell, president and chief executive officer of the company.

Uzell predicted sales for the world's third largest soft drink company would rise past 1964's record sales to a new record in 1965, with sales already ahead of last year's totals for the same period.

He said the company's sales have grown from approximately \$10-million in 1954 to nearly \$50-million in 1964 and that the company is on the threshold of new and exciting growth domestically and internationally. Last month the board declared a regular dividend of 12 cents per share of stock, payable July 1 to stockholders of record June 15. It was the 108th consecutive quarterly dividend declared by the board.

CENTURY MODEL JJ-2  
70-35MM PROJECTOR



# **This is the NEW**



## **Projector:**

# **It has everything you want and more!**

You can show better pictures, and at the lowest cost—see for yourself at any CENTURY dealer! CENTURY'S all-new Projectors—35mm, 70/35mm and All-Transistor Sound Systems—4 channel, 6/4/1. channel, single channel

**CENTURY PROJECTOR CORPORATION**  
NEW YORK, N.Y. 10019



## SMPTE Activity Includes Italian, Canadian Sessions

NEW YORK—SMPTE again has taken the initiative and is organizing the U. S. delegation to participate in the forthcoming meeting of ISO (International Organization for Standardization) to be held Oct. 11-23 in Milan, Italy. The meetings bring together representatives of more than 30 countries in order to

resolve the technical differences which tend to hamper international exchange of supplies and equipment.

The SMPTE as sponsor of the national motion pictures standardization activity, through the American Standards Association, is again taking the initiative in gathering the delegation for motion pictures, and assisting the ASA in the many preparations. As before, the Society will assure some additional financial support to the TC/36 (International Technical Committee on Motion Pictures) operational expenses in Milan to ensure a successful and productive meeting.

Since standardization activity here, contrary to that in Europe, is entirely voluntary, it is financed by privately donated funds. A number of organizations which appreciate the importance of maintaining U. S. leadership assist in sharing the expense.

The Milan meeting has been scheduled to coincide with the 11th annual Cine-Meeting of MIFED (international film, tv-film and documentary market) at the Milan Fair, en-

abling the delegates to visit this important equipment exhibit.

On other fronts of SMPTE, worldwide interest is evident in the 98th semi-annual technical conference and equipment exhibit. This was recently announced by program chairman Gerald G. Graham and general arrangements chairman R. S. Rekert, both of National Film Board of Canada. This technical meeting will be held Oct. 31 through Nov. 5 at the Queen Elizabeth Hotel, Montreal, Quebec, Canada.

The technical program will include papers from the United States, Canada, and several other countries.

Some sessions will be bilingual as will be the final program. French will be the second language. SMPTE will expand its preprint program at this fall conference.

A large equipment exhibit will complement the week-long technical program. The latest equipment from several countries will be on display.

## Construction In Conn.

HARTFORD — Independent Connecticut drive-in theatre owner Bernie Menschell and United Artists Theatre Circuit, Inc., New York, are joining in one of the most ambitious theatre construction projects in Connecticut in several decades.

First of an anticipated several hard-top motion picture theatres started construction June 1 in the Manchester Shopping Parkade, Manchester (10 miles east of Hartford). First Hartford Realty, Inc., shopping plaza owner, is building the theatre for 40-year lease to a corporation whose principals will be Menschell and UA Theatres.

The Manchester theatre will contain 1,000 seats, all on one floor, with latest equipment. Cost is in excess of \$350,000.

Menschell's interests in two suburban Hartford drive-ins, the Manchester and Pike, will be continued through separate corporations.

West Hartford will follow Manchester on the Menschell-UA schedule with site to be announced shortly.

## Three More For Budco

DOYLESTOWN, PA.—Claude J. Schlanger, president, Budco Theatres, Inc., announced that negotiations have been completed for the construction of three new indoor theatres. The theatres are to be located on Route 47 in Vineland, N. J.; on Route 611 in Doylestown, Pa.; and in the Fairfax suburban area of Wilmington, Del. All three theatres will be 900 seat conventional shopping center theatres. They will utilize all of the latest projection techniques and will be equipped with 70mm projection equipment. The theatres will all be seated by the American Seating Company, and the seats will be the new lounge chair type with the reclining feature. All three theatres should be open this fall.

## Concession Firms Merge

CINCINNATI — Hank Rolnick, long-time associated in the theatre concession business in the Cincinnati area, has merged his NEMCO company with Concession Caterers of Chicago. Under the new set-up, Rolnick will have a wider selection coupled with fresh merchandising ideas to present to his area customers.

Among his clientele are the Dixie and East Drive-Ins, Louisville, Ky., and In Town Auto Theatre, Columbus, O. He also recently negotiated a long-term contract with the Sports Center, Ice Rink, and City Parks, Owensboro, Ky.

## THE NEW TECHNIKOTE XR-171 SCREEN

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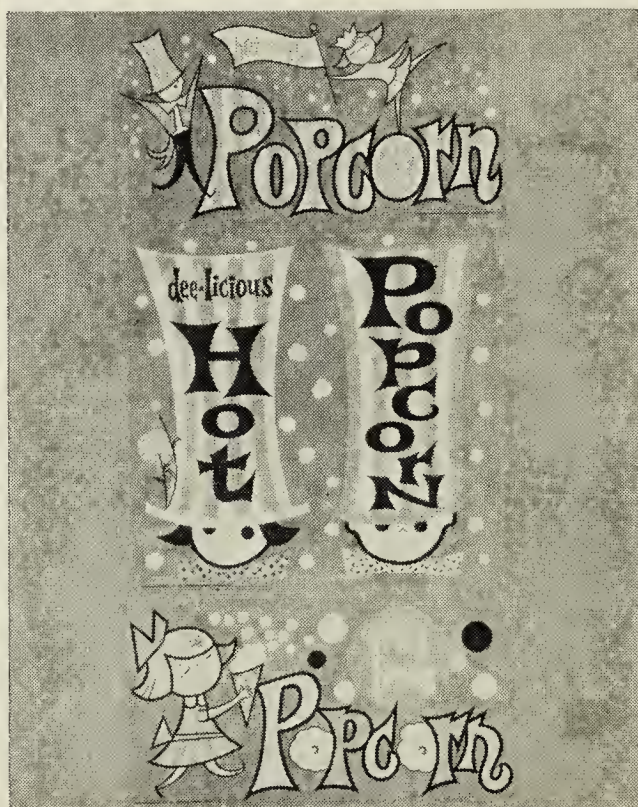
Years of research, testing and development have brought Technikote Screens to a state of perfection which will meet the most exacting projection requirements.

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■ A new Popcorn Institute point-of-sale kit is now ready for concessionaires to help them give a high-flying boost to popcorn at the start of the summer theatre season. Called the Popcorn Carnival, the kit consists of three spectacular four-color posters which call attention to popcorn through clever carnival cartoon characters.

Two of the posters are 15" x 8", while the third is 14" x 14". Each has adhesive backing. They are suitable both for indoor concession and drive-in display purposes.

Their release by the Institute represents one phase of the stepped-up push for popcorn which will lead in to the nationwide Popcorn Fall Festival promotion, scheduled to be kicked off in September.

The kits should be particularly effective p.o.s. aids as they parallel the summer-through-fall popular interest in carnival-type entertainment. They are available from popcorn suppliers or direct from the Popcorn Institute at 333 North Michigan Avenue, Chicago, Ill. 60601. Prices for kits ordered directly from the Institute are sixty cents each for quantities of one to twenty-five, and fifty-five cents each for orders of twenty-six or more kits. Shipping charges are extra.

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# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JUNE 16, 1965

SECTION TWO  
VOL. 73 NO. 21

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as—

C—Comedy  
CAR—Cartoon

COMP—Compilation  
D—Drama  
DOC—Documentary

MD—Melodrama  
MU—Musical  
W—Western

NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama  
CS—CinemaScope  
DC—Deluxe Color

DS—Dyallscope  
EC—Eastman Color  
MC—MetroColor

PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor

TE—Technirama  
TS—Techniscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western  
FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau  
6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made  
6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer  
6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau  
6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made  
6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad  
6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad)  
6542 UMBRELLAS OF CHERBOURG, THE—NOV.—90m.—(C)—Catherine Deneuve—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau  
6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

### COMING

ANKLES AWAY—Kenneth Moore  
BIKINI PARADISE—(EC)—Janette Scott, Kelron Moore  
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell  
CITY OF FEAR—Terry Moore  
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs  
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English  
FINGER ON THE TRIGGER—Rory Calhoun  
HOT SPY, COLD CORPSE—Kerwin Mathews  
HUMAN DUPLICATORS—George Nader  
LAST MESSAGE FROM SAIGON—Burt Reynolds  
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins  
MARA OF THE WILDERNESS—(EC)—Adam West, Linda Saunders  
MUTINY IN OUTER SPACE—William Leslie  
OSS 117—Irina Demich, Nadia Sanders  
PIE IN THE SKY—Lee Grant, Richard Bray  
RACING FEVER—(C)—Joe Morrison, Barbara Bigert  
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula  
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs  
TICKLE ME—Elvis Presley

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 ATRAGON—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made  
6503 BEACH BLANKET BINGO—CMU-98m.—(P.V;PC)—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash  
406 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes  
6410 CONQUERED CITY—M-91m.—David Niven, Ben Gazzara, Lea Massari—5257 (3-3-65)—Warlike meller has names to help—Filmed abroad  
A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair exploitation entry  
412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English  
6506 GO GO MANIA—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made  
403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made  
6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair Import has potential—Japanese-made; dubbed in English  
6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made  
416 PAJAMA PARTY—CMU-83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd  
6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty  
407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry  
6419 TOMB OF LIGEIA—MD-81m.—(PC; PV)—Vincent Price, Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made  
404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made  
408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer  
6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

### TO BE REVIEWED

DIE, MONSTER, DIE—(C;S)—Boris Karloff  
FRANKENSTEIN VS THE GIANT DEVIL FISH—Nick Adams  
HOW TO STUFF A WILD BIKINI—(PV; C)—Annette Funicello, Dwayne Hickman, Mickey Rooney  
NAVAJO RUN—Johnny Seven, Virgil Vincent  
PLANET OF TERROR, THE—(TC; S)—Barry Sullivan, Susan Hart  
SERGEANT DEADHEAD—(PV; C)—Frankie Avalon, Eve Arden, Deborah Walley

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

Across The River . . . . .	Misc.
Adventures Of Scaramouche . . . . .	A2 Emb
• After The Fox . . . . .	UA
• Agony And The Ecstasy, The . . . . .	A2 Fox
• Alphabet Murders, The . . . . .	MGM
Americanization Of Emily, The . . . . .	B MGM
Amorous Adventure Of . . . . .	
Moll Flanders . . . . .	B Par.
• And Now Miguel . . . . .	U
Andy . . . . .	A3 U
• Ankles Away . . . . .	AA
• Apache Gold . . . . .	Col.
Apache Rifles . . . . .	A1 Fox
Ape Woman, The . . . . .	A3 Emb

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



• Arabesque ..... U  
 • Arizona Raiders, The ..... A2 Col.  
 • Around the World Under the Sea ..... MGM  
 Art of Love ..... A2 U  
 Atragon ..... A1 A-I  
 Awful Dr. Orloff, The ..... For.

## B

Baby, The Rain Must Fall ..... A2 Col.  
 Back Door To Hell ..... A2 Fox  
 Banana Peel ..... A3 For.  
 Battle of the Bulge ..... WB  
 Battle of Ila Florida, The ..... A3 WB  
 Bay Of Angels ..... A3 For.  
 Beach Blanket Bingo ..... A2 AI  
 Beach House Party ..... Fox  
 Behold A Pale Horse ..... A2 Col.  
 Bebo's Girl ..... A3 Cont.  
 Bedford Incident, The ..... Col.  
 Bikini Beach ..... A3 A-I  
 Bikini Paradise ..... AA  
 Billie ..... UA  
 Black Spurs ..... A2 Par.  
 Black Torment, The ..... For.  
 Blindfold ..... U  
 Blood And Black Lace ..... B AA  
 Blood On The Arrow ..... A2 AA  
 Boeing-Boeing ..... Par.  
 Born Free ..... Col.  
 Bounty Killer, The ..... EMB  
 Boy Ten Feet Tall, A ..... AI Par.  
 Brain, The ..... For.  
 Brainstorm ..... A3 WB  
 Brigand of Kandahar, The ..... Col.  
 Buddha ..... A3 Misc.  
 Bullet For A Badman ..... A2 U  
 Bullwhip Griffin ..... BV  
 Bunny Lake Is Missing ..... Col.  
 Bus Riley's Back In Town ..... A3 U  
 Bus, The ..... Misc.

## C

Cabriola ..... Col.  
 Caddy, The ..... AI Par.  
 Carry On Spying ..... For.  
 Cartouche ..... A3 Emb.  
 Casablan ..... For.  
 Casanova '70 ..... Emb.  
 Castle Of Blood ..... Misc.  
 Cast A Giant Shadow ..... UA  
 Centurions, The ..... Col.  
 Cat Ballou ..... A2 Col.  
 Chase, The ..... Col.  
 Cheyenne Autumn ..... AI WB  
 Chinese Adventures In China ..... UA  
 Cincinnati Kid, The ..... MGM  
 Circle of Love ..... C Cont.  
 Circus World ..... AI Par.  
 City In The Sea ..... AI  
 City Of Fear ..... AA  
 Clarence The Cross-Eyed Lion... AI MGM  
 Cleopatra ..... B Fox  
 Code 7, Victim 5 ..... A3 Col.  
 Collector, The ..... A4 Col.  
 Congo Vivo ..... Col.  
 Convict Stage ..... A2 Fox  
 Conquered City ..... AI A-I  
 Contempt ..... C Emb.  
 Cool World, The ..... A4 Misc.  
 Country Music Caravan ..... AA  
 Crack In The World ..... A2 Par.  
 Crack Of The Whip ..... WB  
 Crazy Desire ..... B EMB  
 Curse Of The Fly, The ..... A2 Fox  
 Curse of the Mummy's Tomb, The A2 Col.  
 Curse of The Stone Hand ..... Misc.

## D

Dark Intruder ..... A2 U  
 Darling ..... Emb.  
 Dear Bridgett ..... AI Fox  
 Dear Heart ..... A3 WB  
 Devils of Darkness ..... B Fox  
 Diary Of A Bachelor ..... B AI  
 Diary of a Chambermaid, The ..... B For.  
 Die, Die, My Darling ..... A3 Col.  
 Die, Monster, Die ..... A-I  
 Dingake ..... Emb.  
 Disorderly Orderly, The ..... AI Par.  
 Do Not Disturb ..... Fox  
 Dr. Terror's House Of Horrors ..... A2 Par.  
 Doctor Zhivago ..... MGM

## E

Earth Dies Screaming, The ..... AI Fox  
 East Of Sudan ..... AI Col.  
 Eleanor Roosevelt Story, The ..... Misc.  
 El Greco ..... For.  
 Emil And The Detectives ..... AI BV  
 Escape By Night ..... A2 AA

## F

Face of the Screaming Werewolf ..... Misc.  
 Face Of War, The ..... For.  
 Fall Safe ..... A2 Col.

SKI PARTY—(PV; C)—Frankie Avalon, Deborah Walley, Dwayne Hickman  
 SWINGERS PARADISE—(TE; TC)—Cliff Richard  
 UNDER AGE—Anne MacAdams, Roland Royer  
 WAR GODS OF THE DEEP—Vincent Price, Susan Hart, Tab Hunter—English-made

## BUENA VISTA DISTRIBUTED DURING THE PAST 12 MONTHS

160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany  
 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney  
 156 MOON-3FINNERS, THE—D-119m.—(TC)—Hayley Mills, Bill Wallach—5181 (6-24-64)—Good adventure entry  
 158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burt Ives, Luana Patten, Bobby Driscoll—5217 (10-7-64)—Release has world of selling opportunities—Reissue  
 TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette  
 THOSE CALLOWAYS—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

### TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
 LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan  
 THAT DARN CAT—(TC)—Hayley Mills, Dean Jones  
 MONKEY'S UNCLE, THE—(TC)—Annette, Tommy Kirk  
 UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

## COLUMBIA DISTRIBUTED DURING THE PAST 12 MONTHS

65015 BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots  
 65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad  
 65026 CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic  
 65011 CODE 7, VICTIM 5—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa  
 COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama  
 65009 CURSE OF THE MUMMY'S TOMB, THE—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made  
 65020 DIE, DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made  
 65013 EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syms—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made  
 65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience  
 65008 FINEST HOURS, THE—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made  
 65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5241 (10-21-64)—Good science fiction entry—Filmed in England  
 66002 GENGHIS KHAN—MD-124m.—(PV; C)—Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad  
 65001 GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry  
 65010 GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made  
 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil  
 66001 LORD JIM—D-154m.—(Super Panavision 70; TC)—Peter O'Toole, James Mason, Curt Jurgens, Daliah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad  
 65017 LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies  
 65018 MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film  
 65016 OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade  
 65003 RIDE THE WILD SURF—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans  
 66004 SHIP OF FOOLS—D-150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare  
 65021 SYNANON—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts  
 65014 WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

### COMING

APACHE GOLD—(CS; C)—Lex Barker  
 ARIZONA RAIDERS, THE—(EC)—Audie Murphy  
 BUNNY LAKE IS MISSING—(PV)—Laurence Olivier, Carol Linley—English-made  
 BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur  
 BORN FREE—(PV; C)—Bill Travers, Virginia McKenna  
 BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed  
 CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made  
 CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale  
 CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 GREAT SIOUX MASSACRE, THE—Joseph Cotten  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 HEROES OF TELEMAR—(PV; C)—Kirk Douglas, Richard Harris  
 KING RAT—George Segal, Tom Courtenay, James Fox  
 LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON THE—(S; C)—Japanese-Made Feature Cartoon  
 MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 NIGHT OF THE TIGER, THE—(C)—Chuck Connors  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newley, Anne Aubrey  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 THESE ARE THE DAMNED—Macdonald Carey, Shirley Ann Field  
 TREASURE OF SILVER LAKE—(CS; C)—Lex Barker  
 WATCH IT SAILOR—Dennis Price, Marlene Rhodes  
 WINTER A-GO-GO—James Stacy, Jill Donohue  
 YOU MUST BE JOKING—Michael Callan, Terry-Thomas—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair import—Italian-made: English titles  
 CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English  
 LOVE GODDESSES, THE—COMP-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips  
 LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada  
 MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burt Ives—5221 (10-21-64)—Excellent travelogue  
 RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made  
 SLAVE TRADE IN THE WORLD TODAY—DOC-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

### COMING

OMICRON—Renato Salvatori  
 TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger  
 WORLD'S GREATEST SWINDLES—International Cast



EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barray, Glanna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English  
APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles  
CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmondo, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)  
CONTEMP—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad  
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting import—Italian-made; English titles  
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad  
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting Import with potent names—Italian-made; English titles  
ONLY ONE NEW YORK—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzara, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
SANTA CLAUS CONQUERS THE MARTIANS—FAN-80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made  
SECKET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made  
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegard Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BOUNTY KILLER, THE—(TS; TC)—Dan Duryea, Rod Cameron  
CASANOVA—70—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
DARLING—Dirk Bogarde, Julie Christie  
GITI—(WS; TC)—Jack Chaplain, Heather North  
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk  
LITTLE NUNS, THE—Catherine Spaak—Italian-made  
PARANOIA—Marcello Mastroianni, Catherine Spaak  
REQUIEM FOR A GUNFIGHTER—(TS; TC)—Rod Cameron, Stephen McNally  
SEVENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress  
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM DISTRIBUTED DURING THE PAST 12 MONTHS

508 AMERICANIZATION OF EMILY, THE—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
6519 CLARENCE, THE CROSS-EYED LION—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering  
512 GET YOURSELF A COLLEGE GIRL—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers  
6518 GIRL HAPPY—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5246 (1-20-65)—Okay Presley entry  
6522 GUNFIGHTERS OF CASA GRANDE—W-92m.—(CS; MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad  
6521 HERCULES, SAMSON AND ULYSSES—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English  
455 HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard others—4997 (11-21-62)—The greatest western spectacle; tops them all  
6523 HYSTERIA—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made  
6524 JOY IN THE MORNING—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults  
506 JOY HOUSE—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
431 LOOKING FOR LOVE—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
515 LILI—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
6501 MGM'S BIG PARADE OF COMEDY—COMP-89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia  
6511 MURDER AHOY—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford have a go at murder again—English-made  
503 MURDER MOST FOUL—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
355 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
430 NIGHT OF THE IGUANA, THE—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
6504 OF HUMAN BONDAGE—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
6529 OPERATION CROSSBOW—D-116m.—(PV; MC)—Sophia Loren, George Peppard, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war  
6507 OUTRAGE, THE—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219 (10-7-64)—Top cast adds interest to "search for truth" drama  
6502 QUO VADIS—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
6514 QUICK BEFORE IT MELTS—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy  
6516 ROUNDERS, THE—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story  
6520 SANDOKAN THE GREAT—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English  
6526 SHE—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made  
6515 SIGNPOST TO MURDER—D-74m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made  
513 36 HOURS—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama  
VICE AND VIRTUE—MD-103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English  
YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison, Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made  
6517 YOUNG CASSIDY—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England  
505 YOUNG LOVERS, THE—D-108m.—Peter Fonda, Sharon Hugueny, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
509 YOUR CREATIN' HEART—MUD-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer  
6525 ZEBRA IN THE KITCHEN—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made  
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton  
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret  
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness  
HAREM SCAREM—(PV; MC)—Elvis Presley, Mary Ann Mobley  
HILL, THE—Sean Connery, Michael Redgrave  
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven  
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer

• Family Jewels, The ..... Par.  
Fanny Hill ..... For.  
• Fantastic Voyage ..... Fox  
Fate Is the Hunter ..... A1 Fox  
Father Goose ..... A1 U  
Ferry Cross The Mersey ..... A1 UA  
• Finger On The Trigger ..... AA  
Finest Hours, The ..... A1 Col.  
First Men In The Moon ..... A1 Col.  
Flesh Eaters, The ..... Misc.  
• Flight Of The Phoenix, The ..... Fox  
Flower Drum Song-Re ..... A2 U  
Fluffy ..... A1 U  
Fool Killer, The ..... A2 AA-Landau  
Fort Courageous ..... B Fox  
Four Days In November ..... A1 UA  
• Frankenstein Vs. The Giant Devil Fish ..... A-1  
• Frankie and Johnny ..... UA

G

Genghis Khan ..... A3 Col.  
Get Yourself A College Girl ... B MGM  
Girl Happy ..... B MGM  
Girl With Green Eyes ..... A4 For.  
Girls On The Beach ..... B Par.  
• Git! ..... A1 EMB  
• Glory Guys, The ..... A2 UA  
Go Go Mania ..... A1 A-1  
Godzilla Vs The Thing ..... A1 A1  
Goldfinger ..... A3 UA  
Goodbye Charlie ..... A3 Fox  
Good Neighbor Sam ..... A2 Col.  
Gorgon, The ..... A2 Col.  
• Great Race, The ..... WB  
• Great Sioux Massacre, The ..... Col.  
• Greatest Story Ever Told, The... A1 UA  
Gulde, The ..... A3 For.  
Gunfighters, At Casa Grande ... A2 MGM  
• Gunpoint ..... U  
Guns At Batasi ..... A3 Fox  
Guns Of August ..... A1 U

H

• Hallelujah Trail, The ..... A1 UA  
Hamlet ..... A1 WB  
Hard Day's Night, A ..... A1 UA  
• Harem Scarem ..... MGM  
Harlow ..... B Misc.  
• Harlow ..... P.  
• Harvey Middleman, Fireman ... A2 Col.  
• Having A Wild Weekend ..... WB  
• Hawaii ..... UA  
• Help! ..... UA  
Hercules, Samson And Ulysses ... A1 MGM  
Hercules vs The Giant Warriors ... For.  
• Heroes Of Telemark ..... Col.  
High Wind In Jamaica, A ..... A2 Fox  
• Hilli The ..... MGM  
Horrible Dr. Hichcock, The ..... For.  
• Horror Of Il All, The ..... A2 Fox  
• Hot Spy, Cold Corpse ..... AA  
House Is Not A Home, A ..... B Emb.  
How To Murder Your Wife ..... A3 UA  
• How To Stuff A Wild Bikini ... A-1  
How The West Was Won ..... A1 MGM  
• Human Duplicators ..... AA  
Hush, Hush, Sweet Charlotte ... A3 Fox  
Hysteria ..... A3 MGM

I Saw What You Did ..... A3 U  
I'll Rather Be Rich ..... A2 U  
I'll Take Sweden ..... B UA  
Il Successo ..... A3 EMB  
• Incident At Phantom Hill, The.. U  
Imitation Of Life-Re ..... A3 U  
In Harm's Way ..... B Par...  
Inheritance, The ..... Misc.  
• Inside Daisy Clover ..... WB  
• Italiano Brava Gente ..... EMB  
• Invitation To A Gunfighter ... A3 UA  
• Ipccress File, The ..... A2 U

J

John Goldfarb, Please Come Home ..... B Fox  
Joy House ..... B MGM  
Joy In The Morning ..... A3 MGM  
• Judith ..... Par



K		
• Kid Rodelo	Par.	
Kimberley Jim	A2	Emb.
• King Rat		Col.
Kiss Me, Stupid	C	Misc.
Kisses For My President	A3	WB
Kitten With A Whip	B	U
• Knack, The		UA

Lady L	MGM	
Last Man On Earth, The	A2	AI
Last Message From Saigon		AA
Last Woman of Shang, The		For.
Lawrence Of Arabia	A2	Col.
Let's Talk About Women	C	Emb.
• Lt. Robin Crusoe, U.S.N.		BY
• Life At The Top		Col.
• Life In Danger, A	A2	AA
Lili-RE	A2	MGM
Lilith	A4	Col.
• Liquidator, The		MGM
• Little Nuns		Emb.
• Little Prince And The	A4	Col.
Eight-Headed Dragon, The		Col.
Lively Set, The	AI	U
Living Between Two Worlds		Misc.
Longest Day, The	AI	Fox
Looking For Love	B	MGM
Lord Jim	A2	Col.
Lost World Of Sinbad		A-I
• Love And Kisses		U
Love A La Carte	A4	For.
Love Goddesses	C	Cont.
• Love Has Many Faces		Col.
• Loved One, The		MGM
Luck Of Ginger Coffey, The	A3	Cont.

M		
Mme Olga's Massage Parlor	Misc.	
• Madame X		U
• Made In Paris		MGM
• Magic World of Topo Gigio, The	AI	Col.
Major Dundee	A2	Col.
Male Hunt	B	For.
• Man Could Get Killed, A		U
Man From Button Willow, The	AI	Misc.
Man In The Dark	A3	U
Man Who Couldn't Walk, The		For.
• Mara Of The Wilderness	AI	AA
Marriage-Italian Style	A4	Emb.
• Marriage On The Rocks		WB
Mary Poppins	AI	BY
• Masquerade	A2	UA
Master Spy	AI	AA
• Maya		MGM
McHale's Navy	AI	U
McHale's Navy Joins the		U
Air Force		U
Mediterranean Holiday	AI	Cont.
MGM's Big Parade Of Comedy	AI	MGM
• Mickey One		Col
Mirage	A2	U
• Mister Buddwing		MGM
Mister Moses	A2	UA
Model Murder Case, The		ror.
• Moment To Moment		U
Mondo Pazzo	C	For.
• Monkey's Uncle, The		BY
• Money Trap, The	B	MGM
Moon-Spinners, The	AI	BY
Moro Witch Doctor	A2	Fox
• Morituri		Fox
Murder Ahoy	AI	MGM
Murder Most Foul	AI	MGM
Mutiny In Outer Space		AA
Mutiny On The Bounty	A2	MGM
My Baby Is Black		For.
My Blood Runs Cold	A2	WB
My Fair Lady	AI	WB
My Wife's Husband	A3	For.

N		
Naked Brigade, The	A2	U
Naked Kiss, The	A3	AA
• Naked Prey, The	B	Par.
Nanny, The		Fox
Nasty Rabbit, The		Misc.
• Neva Jo Run		AI
• Never Too Late		WB
New Angels, The	C	For.
• New World, A		UA
Night Of The Iguana	A4	MGM
• Night Of The Tiger, The		Col.
Night Train To Paris	A2	Fox
Night Walker, The	A2	U
Nightmare In The Sun	A3	Misc.
None But The Brave	A2	WB
Not on Your Life		For.
Nothing But A Man	A3	Misc.

O		
Of Human Bondage	B	MGM
• Oh Dad, Poor Dad, Mama's		
Hung You In The Closet and		
I'm Feeling So Sad		Par.
• Omicron		Cont.
• Once A Thief	A3	MGM
One Way Pendulum	A2	For.
Onibaba		For.
Only One New York	AI	Emb.
Operation SNFU	A3	AI

MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan  
MAYA—(PV; MC)—Clint Walker, Jay North  
MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette  
MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer  
ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance  
PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec  
PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters  
SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton  
SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton  
SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
TIKO AND THE SHARK—(WS; C)—Tahitian Cast

## PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6420 AMOROUS ADVENTURES OF MOLL FLANDERS, THE—C-126m.—(PV; TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England  
6414 BLACK SPURS—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help  
6407 BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad  
R6402 CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue  
6417 CIRCUS WORLD—D-135m.—(TC; TE)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad  
6410 CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry  
6406 DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarily for kids  
6415 DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made  
6419 GIRLS ON THE BEACH, THE—MU-80m.—(TC)—Martin West, Noreen Corcoran, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun  
6418 IN HARM'S WAY—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences  
6322 PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it  
R6408 PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)  
6405 ROUSTABOUT—CMU-101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans  
6325 SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults  
6404 WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential  
R6413 WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue  
6411 YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program  
R6403 YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

## COMING

BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis  
FAMILY JEWELS—(C)—Jerry Lewis  
HARLOW—(PV; TC)—Carroll Baker, Peter Lawford  
JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
KID RODELO—Don Murray, Janet Leigh, Broderick Crawford  
PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made  
OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.  
NAKED PREY, THE—(PV; TC)—Cornel Wilde  
RED LINE 7000—(TC)—Gail Hirt, James 'Skip' Ward, Laura Devon  
REVENGE OF THE GLADIATORS, THE—  
SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York  
SEVEN SLAVES AGAINST THE WORLD—  
SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
SKULL, THE—(TS; TC)—  
SONS OF KATIE ELDER, THE—(PV; TC)—John Wayne, Dean Martin, Martha Hyer  
SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom  
TOWN TAMER—(TC; TS)—Dana Andrews, Terry Moore

## 20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 425 APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry  
430 BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer  
444 CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment  
503 DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy  
424 EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made  
423 FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people  
516 FORT COURAGEOUS—W-72m.—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer  
428 GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast  
417 GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama  
HIGH WIND IN JAMAICA, A—D-104m.—(CS; DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular  
422 HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made  
504 HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotton, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry  
507 JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser  
414 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad  
431 MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines  
420 NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Allzla Gur—5219 (10-7-64)—Good action entry for program—English-made  
502 PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Francisca, Carol Lynley—5242 (12-30-64)—Entertaining entry  
427 RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer  
426 RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action  
555 SOUND OF MUSIC, THE—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad  
THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.  
UP FROM THE BEACH—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war  
416 VISIT, THE—D-100m.—(CS)—Ingird Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy  
VON RYAN'S EXPRESS—MD-117m.—(DC)—Frank Sinatra/Trevor Howard—5286 (5-26-65)—Good action and suspense entry  
508 WAR PARTY—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer  
421 WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made  
ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

## COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison



BEACH HOUSE PARTY—Frankie Randall, The Astronauts  
CURSE OF THE FLY, THE—(CS)—Brian Donlevy—English-made  
CONVICT STAGE—Harry Lator, Donald Barry  
DEVILS OF DARKNESS—(DC)—William Sylvester, Carole Gray  
DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor  
EL GRECO—Mel Ferrer, Rosanna Schiaffino  
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien  
FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine  
MORITURI—Marlon Brando, Yul Brynner, Janet Margolin  
NANNY, THE—Bette Davis, Wendy Craig—English-made  
OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulian, Lee J. Cobb  
OUTLAWS OF RED RIVER, THE—George Montgomery  
RAPTURE—(CS)—Patricia Gozzi; Melvyn Douglas  
REWARD, THE—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux  
SPACE FLIGHT IC-1—Bill Williams—English-made

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6502 FERRY CROSS THE MERSEY—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)  
6422 FOUR DAYS IN NOVEMBER—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
6501 GREATEST STORY EVER TOLD, THE—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens  
6426 GOLDFINGER—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli  
6414 HARD DAY'S NIGHT, A—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
6503 HOW TO MURDER YOUR WIFE—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod  
6509 I'LL TAKE SWEDEN—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290 (6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small  
6418 INVITATION TO A GUNFIGHTER—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
6508 MASQUERADE—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65)—Entertaining comedy adventure—Filmed abroad—Novus  
6506 MR. MOSES—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot  
6505 SATAN BUG, THE—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa  
6417 SECRET INVASION, THE—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
6413 7TH DAWN, THE—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean  
6415 SHOT IN THE DARK, A—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch  
6419 TOPKAPI—CD-120m.—(C)—Maltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
6507 TRAIN, THE—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—529 (3-3-65)—High rating war-time adventure entry—Filmed in France  
6416 WOMAN OF STRAW—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

### COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro  
BILLIE—(C)—Patty Duke, Warren Berlinger, Jim Backus—Chrislaw  
CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger—Mirisch  
FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral  
CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo—Ursula Andress  
GLORY GUYS, THE—(PV; DC)—Tom Tryon, Harve Presnell, Santa Berger—Levy-Gardner—Laven  
HALLELUJAH TRAIL, THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa  
HAWAII—(PV; C)—Julia Andrews, Max Von Sydow  
HELPI—(EC)—The Beatles  
KNACK, THE—Rita Tushingham  
NEW WORLD, A—Nino Castanova, Christine De La Roche—Saltzman  
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch  
THUNDERBALL—(PV; TC)—Sean Connery—Bernard Lee, Lois Maxwell  
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris  
VIVA MARIA—(C)—Brigitte Bardot, George Hamilton—Dancigers-Maile  
WHAT'S NEW, PUSSYCAT?—(EC)—Peter Sellers, Romy Schneider, Peter O'Toole—Feldman

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses  
6517 ART OF LOVE, THE—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help  
6421 BULLET FOR A BADMAN—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
6507 BUS RILEY'S BACK IN TOWN—D-93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch  
6501 FATHER GOOSE—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
6512 FLOWER DRUM SONG—MU-131m.—(C; PV)—Nancy Kwan, James Shigeta—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue  
6513 FLUFFY—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences  
6502 GUNS OF AUGUST, THE—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I  
6423 I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
6511 IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin, Sandra Dee—5287 (5-26-65)—Reissue is high rating drama—Reissue  
6522 I SAW WHAT YOU DID—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer  
6427 KITTEN WITH A WHIP—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
6425 LIVELY SET, THE—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
6506 MAN IN THE DARK—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made  
6518 MC HALE'S NAVY JOINS THE AIR FORCE—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show  
6420 McHALE'S NAVY—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing  
6514 MIRAGE—D-109m.—Gregory Peck, Diane Baker—5287 (5-26-65)—Very good suspense thriller  
6516 NAKED BRIGADE, THE—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Fair programmer—Filmed in Greece; partially titled  
6503 NIGHT WALKER, THE—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles  
6515 SECRET OF BLOOD ISLAND, THE—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made  
6424 SEND ME NO FLOWERS—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
6521 SHENANDOAH—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance  
6428 SING AND SWING—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
6505 STRANGE BEDFELLOWS—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast  
6509 SWORD OF ALI BABA—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer  
6504 TAGGART—W-95m.—(C)—Tony Young, Jan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western  
6508 TRUTH ABOUT SPRING, THE—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad  
6519 WILD SEED—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry  
6510 WORLD OF ABBOTT AND COSTELLO, THE—COMP.-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the team's films.

Operation Crossbow ..... A1 MGM  
• O.S.S. 117 ..... AA  
• Our Man Flint ..... Fox  
Outlaws Is Coming, The ..... A1 Col.  
• Outlaws Of Red River, The ..... Fox  
Outrage, The ..... A3 MGM  
Over There—1914-1918 ..... For

P

Pajama Party ..... B A-1  
• Paranoia ..... Emb.  
Passionate Thief, The ..... A3 Emb.  
• Passport To Oblivion ..... MGM  
• Patch of Blue, A ..... MGM  
Patsy, The ..... A1 Par.  
Pawnbroker, The ..... C AA-  
Landau  
• Pie In The Sky ..... AA  
• Planet of Terror, The ..... A1  
• Playboy ..... Col.  
• Play It Cooler ..... Col.  
Pleasure Seekers, The ..... B Fox  
• Promise Her Anything ..... Par.  
Psycho—Re. .... B Par.  
Psychomania ..... Misc.  
Pumpkin Eater, The ..... A4 For.

Q

Quick, Before It Melts ..... B MGM  
Quo Vadis—Re. .... A1 MGM

R

• Racing Fever ..... B AA  
• Rage To Live, A ..... A3 UA  
Raiders From Beneath The Sea ..... B Fox  
• Rapture ..... Fox  
• Rare Breed, The ..... U  
Rattle Of A Simple Man ..... Cont.  
Ready For The People ..... WB  
Red Desert ..... A4 Foir.  
Red Lanterns ..... For.  
• Red Line 7000 ..... Par.  
• Requiem For A Gun Fighter ..... EM8  
• Return From The Ashes ..... UA  
• Revenge Of The Gladiators, The ..... Par.  
• Reward, The ..... Fox  
Ride The Wild Surf ..... A1 Col.  
Rio "Conchos" ..... A3 Fox  
Robin And The 7 Hoods ..... A2 WB  
Rounders, The ..... A3 MGM  
Roustabout ..... A2 Par

S

Sampson vs The Giant King ..... For.  
Sandokan, The Great ..... MGM  
• Sandpiper, The ..... B MGM  
• Sands Of The Kalahari ..... Par.  
Santa Claus Conquers The  
Martians ..... A1 Emb.  
Satan Bug, The ..... A2 UA  
Scarlet Letter, The ..... Misc.  
Seaside Swingers ..... A1 Emb.  
Secret Door, The ..... A2 AA  
Secret Invasion, The ..... A2 UA  
Secret Of Blood Island ..... A2 U  
Secret Of Magic Island ..... A1 Emb.  
• Secret Of My Success, The ..... MGM  
Send Me No Flowers ..... A2 U  
• Senilita ..... Col.  
• Sergeant Deadhead ..... A1  
7 Dwarfs To The Rescue, The ..... For.  
• Seven Slaves Against The World ..... Par.  
• Seven Women ..... MGM  
Seventh Dawn, The ..... B UA  
• Seventh Victim, The ..... Emb.  
Sex And The Single Girl ..... B W8  
She ..... A2 MGM  
Shenandoah ..... A1 U  
Ship Of Fools ..... A3 Col.  
Shot In The Dark, A ..... B UA  
Signpost To Murder ..... A3 MGM  
Sing And Swing ..... A2 U  
• Situation Hopeless But  
Not Serious ..... Par.  
• Ski Party ..... A1  
• Skull, The ..... Par.  
Slave Trade In The World Today ..... A3 Cont.  
So Dear To My Heart—Re ..... A1 BV  
• Son Of A Gunfighter ..... MGM  
• Sons Of Katie Elder, The ..... Par.  
Sound Of Music, The ..... A1 Fox  
• Space Flight IC-1 ..... Fox  
• Spy Who Came In From The  
Cold, The ..... Par.  
Station Six Sahara ..... B AA  
Stop Train 349 ..... A2 AA  
Strange Bedfellows ..... A3 U  
Sweet And Sour ..... C For.  
• Swinger's Paradise ..... A1  
Swingin' Summer, A ..... Misc.  
Sword Of All Baba, The ..... A1 U  
Sword Of El Cid The ..... For.  
Sylvia ..... B Par.  
Symphony For A Massacre ..... For.  
Synanon ..... A3 Col.



Taboos of the World	A4	AI
• Jaffy And The Jungle Hunter	A1	AA
Taggart	A2	U
T-A-M-I Show, The		Misc.
Tattooed Police Horse, The	A1	BV
Taxi for Torbuk	A2	For.
• Tennessee Jamboree		AA
Terrace, The	C	For.
Thank Heaven For Small Favors		For.
• That Darn Cat		BV
• That Funny Feeling	A2	U
• These Are The Damned		Col.
• Thing at the Door, The		WB
Three Penny Opera	A3	Emb.
• Third Day, The		WB
36 Hours	A2	MGM
Those Calloways	A1	BV
Those Magnificent Men In Their Flying Machines		Fox
• Thousand Clowns, A		UA
• Thunderball		UA
• Tickle Me	A2	AA
• Tiko And The Shark		MGM
• Time Of Indifference		Cont.
Time Travelers, The	B	A-I
Tomb Of Ligeia	A2	A-I
Topkapi	A3	UA
• Town Tamer		Par.
Train, The	A1	UA
• Treasure Of Silver Lake		Col.
Truth About Spring, The	A1	U
Two On a Guillotine	A3	WB

## U

• Ugly Dachshund, The		BV
Umbrellas Of Cherbourg, The	A3	AA-Landau
• Under Age	B	AI
Unearthly Stranger	A1	A-I
Up From The Beach	A1	Fox

## V

• Very Special Favor, A	A3	U
Vice And Virtue	B	MGM
• Village Of The Giants		Emb.
Visit, The	A4	Fox
• Viva Maria		UA
Von Ryan's Express	A1	Fox
Voyage To The End Of The Universe	A1	A-I

## W

Walls Of Hell, The	A2	Misc.
• War Lord, The		U
• War Lords Of The Deep		A-I
War of the Zombies		AI
War Party	A1	Fox
• Watch It, Sailor		Col.
• What's New, Pussycat		UA
Where Love Has Gone	A3	Par.
White Voices	C	For.
Why Bother To Knock?	B	For.
Wild Seed	A3	U
• Winter A-Go-Go		Col.
Witchcraft	A2	Fox
Woman Is A Woman, A		For.
Women Of Straw	A3	UA
Woman Who Wouldn't Die, The	A3	WB
• Wonderful Life		A-I
World Of Abbott & Costello, The	A1	U
World Of Suzie Wong, The	RE	Par.
World Without Sun	A1	Col.
• World's Greatest Swindles		Cont.

## Y

Yellow Rolls, Royce, The	A4	MGM
Yolanta		For.
• You Must Be Joking		Col.
Youngblood Hawke	A3	WB
Young Cassidy	A3	MGM
Young Dillinger	B	AA
Young Fury		Par.
Young Lovers, The	A3	MGM
Your Cheatin' Heart	A2	MGM
Your's Never Too Young—Re.	A2	Par.

## Z

Zebra In The Kitchen	A1	MGM
Zorba, The Greek	A4	Fox

## COMING

AND NOW MIGUEL—(TC)—Pat Cardi, Michael Ansara  
 ARABESQUE—(TC)—Gregory Peck, Sophia Loren  
 BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale  
 DARK INTRUDER—Leslie Nielsen, Mark Richman  
 GUNPOINT—(TC)—Audie Murphy  
 INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane  
 IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made  
 LOVE AND KISSES—(TC) Rick Nelson, Jack Kelly, Kristin Nelson  
 MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban  
 MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee  
 MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman  
 RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara  
 THAT FUNNY FEELING—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor  
 VERY SPECIAL FAVOR, A—(TC)—Rock Hudson, Leslie Caron  
 WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 458 BATTLE OF THE VILLA FIORITA, THE—D-111m.—(PV; TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)  
 —Uneven romantic tale aimed at gals  
 460 BRAINSTORM—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest  
 480 CHEYENNE AUTUMN—AD-145m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223 (10-21-64)—Highly interesting outdoor adventure entry  
 455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining  
 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top  
 457 NONE BUT THE BRAVE—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives two-sided view of war on small scale  
 459 MY BLOOD RUNS COLD—MD-104m.—(PV)—Troy Donahue, Joey Heatherton—5270 (3-31-65)—Mild horror meller with names to lure youngsters  
 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler  
 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please  
 454 SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with leers and laughs  
 456 TWO ON A GUILLOTINE—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller  
 461 WOMAN WHO WOULDN'T DIE, THE—MD-84m.—Garry Merrill, Jane Marrow, Georgiana Cookson—5283 (5-12-65)—Okay murder meller for the programs—English-made  
 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses dramatic mark

## COMING

BATTLE OF THE BUGLE—(CN; TC)—Henry Fonda, Robert Shaw  
 CRACK OF THE WHIP—(C)—Clint Walker  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 HAVING A WILD WEEKEND—Dave Clark Five—English-made  
 INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer  
 MARRIAGE ON THE ROCKS—(TC; PV)—Frank Sinatra, Deborah Kerr, Dean Martin  
 NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens  
 THING AT THE DOOR, THE—Troy Donohue  
 THIRD DAY, THE—(PV)—George Peppard, Elizabeth Ashley

## MISCELLANEOUS

ACROSS THE RIVER—D-85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi  
 BUS, THE—DOC-62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for selective audiences—Edward Harrison  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary on Harlem can be sold—Cinema V  
 CURSE OF THE STONE HAND—MD-72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half horror entry—Associated Distributors Pictures  
 ELEANOR ROOSEVELT STORY, THE—DOC-90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney Glazier Prod.  
 FACE OF THE SCREAMING WEREWOLF—MD-60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower half—Associated Distributors Pictures  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former film star is mildly entertaining—Magna  
 INHERITANCE, THE—DOC-60m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special treatment—Harold Mayer  
 KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few brows—Lopert  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire  
 MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon for family and youngsters—United Screen Arts  
 MME. OLGA'S MASSAGE PARLOR—MD-70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploitation film—American Film Dist.  
 NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.—5243 (12-30-64)—Childish entertainment—Fairway International  
 NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story of a manhunt for the program—Zodiac  
 NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's marriage—Cinema V  
 T-A-M-I SHOW, THE—MUNOV-113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty for teens—Electronovision—American Int.  
 SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel curio value—Signature Films  
 SWINGIN' SUMMER, A—MU-80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with special appeal for teens—United Screen Arts  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made In Philippines—Hemisphere



FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AWFUL DR. ORLOF, THE—MD-90m.—Howard Vernon, Diana Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III

BAY OF ANGELS—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intr'guing import for art spots—French-made; English titles—Pathe Contemporary

BANANA PEEL—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles—Pathe Contemporary

BLACK TORMENT, THE—MD-88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor

BRAIN, THE—MD-83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor

CARRY ON SPYING—C-87m.—Kenneth Williams, Barbara Winosor—5251 (2-3-65)—Carry On slapstickng still good comedy—English-made—Governor

CASABLAN—D-63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions

DIARY OF A CHAMBERMAID, THE—D-97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics

FACE OF WAR, THE—DOC-105m.—Narrated by Bryant Haliday—5243 (12-30-64)—Fotent anti-war preachment—Swedish-Japanese made; spoken in English—Janus

FANNY HILL—C-104m.—Miriam Hopkins, Letitia Roman—5279 (4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

GUIDE, THE—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.

HERCULES VIS THE GIANT WARRIORS—MD-94m.—(CS;EC)—Don Vadis—5291 (6-9-65)—Good action for indiscriminating adults and teens—Italian-made; dubbed in English—John Alexander

HORRIBLE DR. HICHCOCK, THE—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III

LAST WOMAN OF SHANG, THE—MD-107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers

MALE HUNT—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary

MAN WHO COULDN'T WALK, THE—MD-63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus

MODEL MURDER CASE, THE—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery import—English-made—Cinema V

MONDO PAZZO—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane"—Filmed in various parts of the world—Engllsh narration—Rizzoli Films

MY BABY IS BLACK—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegination romance—French-made; dubbed in English—American Dist.

MY WIFE'S HUSBAND—C-85m.—Fernandel, Bourvll, Claire Maurier—5255 (2-17-65)—Amusing Import—French-made; English titles—Lopert

ONE WAY PENDULUM—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert

ONIBABA—D-104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting Import for adult art audiences—Japanese-made; English titles—Toho

OVER THERE—1914-1918—DOC-90m.—Concelved and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary

NOT ON YOUR LIFE—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary

PATTERN FOR PLUNDER—MD-84m.—Keenan Wynn, Mal Zetterling—5235 (12-3-64)—Well made esplonage entry holds interest—English-made—Herts-Lion Int.

PUMPKIN EATER, THE—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity fea- tures strong performances—Engllsh-made—Royal Films Int.

RED DESERT—D-116m.—(TC)—Monlca Vittl, Richard Harrls—5255 (2-17-65)—Arty import—Italian-made; English titles—Rizzoli

RED LANTERNS—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times

SAMSON VS THE GIANT KING—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills— Italian-made; dubbed in English—John Alexander

SEANCE ON A WET AFTERNOON—D-115m.—Klm Stanley, Richard Attenborough—5235 (12-3-64)—Quallty art Import—Eng- lish-made—Artixo

SEVEN SURPRISES—COMP-77m.—(Partly color)—Produced by Harvey Chertok—5235 (12-3-64)—Mixture of snorts for art spots—Canadian made—Quartet Int.

7 DWARFS TO THE RESCUE, THE—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions

SWEET AND SOUR—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky Import—French-made; English titles—Pathe Contemporary

SWORD OF EL CID, THE—86m.—(Superclnescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer —PRC

TAXI FOR TOBRUK—D-90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay program- mer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts

TERRACE, THE—D-90m.—Graciela Borges, Leonardo Favlo—5243 (12-30-64)—Bored youngsters at play is mlldly entertaining —Filmed in South America; English titles—Royal Films Int.

THANK HEAVEN FOR SMALL FAVORS—C-84m.—Bourvll—5265 (3-17-65)—Moderately amusing Import—French-made; English titles—Int. Classics

WHY BOTHER TO KNOCK—C-88-m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in Engllsh—Seven Arts

WOMAN IN THE DUNES—D-123m.—Eiji Okada, Kyoho Kishida—5236 (12-3-64)—Intrigulng import—Japanese-made; English titles—Pathe Contemporary

WOMAN IS A WOMAN, A—CD-80m.—(C)—Jean-Paul Belmondo, Anne Karlna—5248 (1-20-65)—Weird Import for special spots—French-made; English titles—Pathe Contemporary

YOLANTA—MU—82m.—(Maglcolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino.

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# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **CURRENT and COMING**

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVICESECTION.)

## **Allied Artists**

Taffy And The Jungle	Feb.
(Jacques Bergerac)	
6542 Umbrellas Of Cherbourg (Landau)	Feb.
(Catherine Deneuve)	
The Human Duplicators	March
(George Nader)	
Mutiny In Outer Space	March
(William Leslie)	
6543 The Pawnbroker (Landau)	March
(Rod Steiger)	
6506 Young Dillinger	March
(Nick Adams, Mary Ann Mobley)	
White Savage	April
(Janette Scott, Keiron Moore)	
6505 Blood and Black Lace	April
(Cameron Mitchell)	
Finger On The Trigger	April
(Rory Calhoun)	
City Of Fear	May
(Terry Moore)	
Hot Spy, Cold Corpse	May
(Kerwin Mathews)	
Ankles Away	May
(Kenneth More)	
The Fool Killer (Landau)	May
(Anthony Perkins)	
6509 Tickle Me	June
(Elvis Presley)	
Bikini Paradise	June
(Janette Scott)	
Last Message From Saigon	July
(Burt Reynolds)	

## **American-International**

6501 The Lost World of Sinbad	Feb.
(Japanese cast)	
6502 The War Of The Zombies	March
(John Barrymore, Jr.)	
6505 Swingers Paradise	May
(Cliff Richard)	
6503 Beach Blanket Bingo	April
(Frankie Avalon, Annette Funicello)	
6416 Taboos Of The World	April
(Narration by Vincent Price)	
6506 Go Go Mania	May
(The Beatles, The Animals)	
6504 War Gods Of The Deep	May
(Vincent Price, Tab Hunter)	
6508 Ski Party	June
(Frankie Avalon)	
6509 How To Stuff A Wild Bikini	July
(Tommy Kirk, Annette Funicello, Mickey Rooney)	
6510 Sergeant Deadhead	Aug.
(Frankie Avalon, Deborah Walley)	

## **Buena Vista**

Those Callows	Feb.
(Brian Keith, Vera Miles, Brandon de Wilde)	

## **Columbia**

65017 Love Has Many Faces	Feb.
(Lana Turner, Cliff Robertson)	
65011 Code 7, Victim 5	Feb.
(Lex Barker)	
65010 The Gorgon	Feb.
(Peter Cushing)	
65009 The Curse Of The Mummy's Tomb	Feb.
(Terence Morgan)	
Lord Jim	March
(Peter O'Toole, James Mason)	
65018 Major Dundee	April
(Charles Heston, Richard Harris)	
65020 Die, My Darling	May
(Tallulah Bankhead)	

6502. Synanon	May
(Edmund O'Brien)	
Apache Gold	May
(Lex Barker)	
66002 Genghis Khan	June
(Stephen Boyd)	
The Collector	June
(Terence Stamp, Samatha Eggar)	
The Great Sioux Massacre	June
(Joseph Cotten)	
Cat Ballou	July
(Jane Fonda, Lee Marvin)	
Ship Of Fools	Aug.
(Vivien Leigh, Jose Ferrer)	

## **Continental** **(Walter Reade-Sterling, Inc.)**

The Love Goddesses	March
(Compilation with Jean Harlow, etc.)	
Circle Of Love	April
(Jane Fonda)	

## **Embassy**

Kimberley Jim	March
(Jim Reeves)	
Il Successo	May
(Vittorio Gassman)	
The Little Nuns	May
(Catherine Spaak)	
Seaside Swingers	June
(John Leyton)	
Requiem For A Gunfighter	June
(Rod Cameron, Stephen McNally)	
Italiano Brava Gente	June
(Arthur Kennedy, Peter Falk)	
Dingaka	July
(Stanley Baker, Juliet Prowse)	
The Bounty Killer	July
(Dan Duryea, Rod Cameron)	

## **MGM**

6513 36 Hours	Feb.
(Janet Garner, Eva Marie Saint)	
6510 Signpost To Murder	Feb.
(Joanne Woodward, Stuart Whitman)	
6516 The Rounders	March
(Glenn Ford, Henry Fonda)	
6517 Young Cassidy	March
(Rod Taylor)	
6518 Girl Happy	April
(Elvis Presley)	
6519 Clarence, The Cross-eyed Lion	April
(Marshall Thompson)	
6523 Hysteria	April
(Robert Webber, Leila Goldoni)	
6521 Hercules, Samson and Ulysses	May
(Kirk Morris, Richard Lloyd)	
6520 Sandokan, The Great	May
(Steve Reeves)	
6522 Gunfighters Of Casa Grande	May
(Alex Nicol)	
6524 Joy In The Morning	June
(Richard Chamberlain, Yvette Mimieux)	
6525 Zebra In The Kitchen	June
(Jay North)	
6526 She	June
(Ursula Andress, Peter Cushing)	
6528 The Sandpiper	July
(Elizabeth Taylor, Richard Burton)	
6527 The Yellow Rolls-Royce	July
(Ingrid Bergman, Rex Harrison, Shirley MacLaine, Omar Sharif)	
6529 Operation Crossbow	July
(George Peppard, Sophia Loren)	

## **Paramount**

6409 Sylvia	Feb.
(Carroll Baker)	
6410 Crack In The World	Feb.
(Dana Andrews)	
6411 Young Fury	March
(Rory Calhoun, Virginia Mayo)	
6413 World of Suzie Wong (Reissue)	March
6417 Circus World	April
(John Wayne, Claudia Cardinale)	
6415 Dr. Terror's House Of Horrors	April
(Peter Cushing)	
6419 Girls On The Beach	May
(Beach Boys, Lesley Gore)	
6420 The Amorous Adventures Of Moll Flanders	May
(Kim Novak, Richard Johnson)	
In Harm's Way	June
(John Wayne, Kirk Douglas)	
The Family Jewels	June
(Jerry Lewis)	
Harlow	June
(Carroll Baker, Peter Lawford)	

The Sons Of Katie Elder	July
(John Wayne)	
Black Spurs	July
(Rory Calhoun)	

## **20th Century-Fox**

503 Dear Bridgett	Feb.
(James Stewart, Billy Mumy)	
504 Hush, Hush, Sweet Charlotte	March
(Joan Crawford, Bette Davis, Joseph Cotten)	
War Party	April
(Michael Mikler, Davey Davison)	
Curse Of The Fly	April
(Brian Donlevy)	
Devils Of Darkness	April
(William Sylvester)	
High Wind In Jamaica	May
(Anthony Quinn)	
Rapture	June
(Melvyn Douglas)	
Up From The Beach	June
(Cliff Robertson)	
Von Ryan's Express	July
(Frank Sinatra, Trevor Howard)	
Convict Stage	July
(Harry Lauter, Donald Barry)	

## **United Artists**

6502 Ferry Across The Mersey	Feb.
(Gerry and the Pacemakers)	
How To Murder Your Wife	Feb.
(Jack Lemmon, Virna Lisi)	
Rage To Live	March
(Suzanne Pleshette, Ben Gazzara)	
6505 The Satan Bug	March
(George Maharis, Anne Francis)	
6507 The Train	April
(Burt Lancaster)	
6506 Mister Moses	May
(Robert Mitchum, Carroll Baker)	
Masquerade	May
(Cliff Robertson)	
6509 I'll Take Sweden	June
(Bob Hope, Tuesday Weld)	
What's New Pussycat?	June
(Peter O'Toole, Peter Sellers)	

## **Universal**

6503 The Night Walker	Feb.
(Robert Taylor, Barbara Stanwyck)	
6504 Taggart	Feb.
(Tony Young)	
6505 Strange Bedfellows	March
(Rock Hudson, Gina Lollobrigida)	
6506 Man In The Dark	March
(William Sylvester)	
6507 Bus Riley's Back In Town	April
(Ann-Margret, Michael Parks)	
6508 The Truth About Spring	April
(Hayley Mills, James MacArthur)	
6509 The Sword Of Ali Baba	May
(Peter Mann, Jocelyn Lane)	
6510 The World Of Abbott and Costello	May
(Compilation: Abbott and Costello)	
6513 Fluffy	June
(Tony Randall, Shirley Jones)	
6511 Imitation Of Life (Reissue)	June
(Lana Turner, John Gavin)	
6512 Flower Drum Song (Reissue)	June
(Nancy Kwan)	
6514 Mirage	June
(Gregory Peck)	
6515 Secret Of Blood Island	June
(Barbara Shelley)	
6516 The Naked Brigade	June
(Shirley Eaton, Ken Scott)	
6517 The Art Of Love	July
(James Garner, Elke Sommer, Dick Van Dyke)	
6518 McHale's Navy Joins The Air Force	July
(Joe Flynn, Tim Conway)	
6519 Wild Seed	July
(Michael Parks, Celia Kaye)	

## **Warners**

456 Two On a Guillotine	Feb.
(Connie Stevens, Cesar Romero)	
457 None But The Brave	Feb.
(Frank Sinatra, Clint Walker)	
459 My Blood Runs Cold	March
(Troy Donahue, Joey Heatherton)	
458 The Battle At The Villa Fiorita	April
(Rossano Brazzi, Maureen O'Hara)	
455 Dear Heart	May
(Glenn Ford, Geraldine Page)	
460 Brainstorm	May
(Jeff Hunter, Viveca Lindfors)	
461 The Woman Who Wouldn't Die	May
(Gary Merrill)	
The Third Day	July
(George Peppard, Elizabeth Ashley)	



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**MOTION PICTURE**

# EXHIBITOR

**JUNE 23, 1965**

Volume 73

Number 22

IN THREE SECTIONS • THIS IS SECTION ONE



## **Penna. Considers New Censor Bill**

(See Page 6)

## **Sargent Suit Asks \$25 Million**

(See Page 11)

The mischievous kid at the top and the not-so-conservatively-dressed cowboy at the left have something in common. They are photos of Jack Warner at various stages of his eventful career. For more data, we refer you to Jack's autobiography, "MY FIRST HUNDRED YEARS IN HOLLYWOOD."

**NEEDED—A GUIDING LIGHT . . .** see editorial page 4



# **"SHENANDOAH" UNIVERSAL'S NEW IS BUSTING RECORD**

## **BIGGER THAN**

**"OPERATION PETTICOAT"  
IN HOUSTON**

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**"LOVER COME BACK"  
IN DALLAS**

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**"LOVER COME BACK"  
IN FORT WORTH**

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**"OPERATION PETTICOAT"  
AND "THAT TOUCH OF MINK"  
IN EL PASO**

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**"OPERATION PETTICOAT"  
AND "THAT TOUCH OF MINK"  
IN GALVESTON**

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**"OPERATION PETTICOAT"  
AND "THAT TOUCH OF MINK"  
IN CORPUS CHRISTI...AND  
HEADING FOR ALL TIME  
UNIVERSAL RECORD**

## **BIGGER THAN**

**"LOVER COME BACK"  
IN SAN ANTONIO**

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**"THAT TOUCH OF MINK"  
AND HEADING FOR ALL TIME  
RECORD GROSS IN WACO**

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**"OPERATION PETTICOAT"  
AND "THAT TOUCH OF MINK"  
AND HEADING FOR ALL TIME  
UNIVERSAL RECORD  
IN AMARILLO**

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**"OPERATION PETTICOAT"  
AND "THAT TOUCH OF MINK"  
AND HEADING FOR ALL TIME  
UNIVERSAL GROSS  
IN TYLER**

---

**"THAT TOUCH OF MINK" AND  
"OPERATION PETTICOAT"  
IN WICHITA FALLS**



**ST AND BIGGEST BLOCKBUSTER  
ALL OVER TEXAS!**

**ALL TIME  
UNIVERSAL RECORD**

**ABILENE  
BEAUMONT  
PT. ARTHUR  
BAYTOWN  
ORANGE**

**ALL TIME RECORD**

**VICTORIA  
LUBBOCK  
MIDLAND**



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Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecok, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



VOLUME 73 • No. 22

JUNE 23, 1965

OUR 47th YEAR

### ENTHUSIASM BEGINS AT HOME

HUMAN NATURE IS INTERESTING, funny, and sad, all at the same time. It is a wise man who is tolerant of the weaknesses of his fellow-man because he knows he shares them.

It is a sign of human nature that we search constantly for easy answers to complex questions. We are more comfortable with easy answers although we realize down deep that they really answer nothing at all.

In this regard, it is also natural for human beings to want a scapegoat—some individual or group they can blame for their problems. It may not be true, but it is comfortable.

MOTION PICTURE EXHIBITOR has been recognized as an exhibitors' publication for the past 47 years. It has always been published by an exhibitor. That doesn't mean that we think exhibitors are always right, as anyone who reads this page each week knows. It does mean, however, that we recognize the problems exhibitors face from first-hand experience. They aren't always right, but they aren't always wrong either. For this reason, we have always objected to those short-sighted representatives of production or distribution who would lay the blame for the industry's difficulties at the doorstep of exhibition. Exhibitors don't care, they generalize; exhibitors lack enthusiasm.

Such charges leave us cold and unconvinced. Enthusiasm is contagious and must run all through the industry. As we see it, a little enthusiasm for the industry would be welcome on all fronts.

We recently enjoyed reading Jack Warner's autobiography, "MY FIRST HUNDRED YEARS IN HOLLYWOOD." It is great fun and a mine of information, particularly for industry-ites. On page 194, Jack writes:

*"I wandered into one of our high class Hollywood private clubs recently, and I saw some of our great movie minds at work. Were they inventing new technical achievements? Planning better pictures to get people away from tv screens? Discussing better ways to serve their country?"*

*"Like hell they were."*

*"They were playing gin, a game any moron can learn. I would rather drink it than play it. Seeing all this high priced talent chain-smoking and musclebound with tension, hour after hour, I could not help thinking that this was a graphic tableau of our business as it is today."*

Next time some distributor takes a crack at exhibitors generally, or vice versa, it might be well to tear this editorial page out and mail it to him. Jack Warner has always said exactly what he meant. There is never any question about where he stands. In this passage, his message is clear and sharp.

Gentlemen, enthusiasm, like charity, must begin at home. Look for it within yourselves before you accuse others of being without it. There are no easy answers to the complex problems facing the industry today, but one approach might well be for every individual to ask himself what he is doing for his industry before hurling accusations at his neighbor.

### NEEDED—A GUIDING LIGHT

IN THE JUNE ISSUE of his report to his constituents, U. S. Senator William Proxmire discusses the subject of secret governmental committee sessions. He says:

*"Suppose your banker refused to let you check your own bank account? Or your union excluded its membership from all important meetings and held them in secret, behind closed doors? Naturally, you would be upset. You would demand a change."*

*"That's exactly the way I feel about the present Congressional practice of taking all significant and decisive actions in secret, executive committee sessions."*

*"I urged that this practice end and that other Congressional reforms be made in my testimony last month before the Joint Committee on the Organization of Congress."*

We wonder what the Senator would do if he were in the position of theatres forced to bid and never told the terms of the winning bid or the identity of the winning bidder. We think he'd be yelling loud and strong.

In another example of unreasonable secrecy, the Department of Justice recently concluded four days of important

meetings on industry affairs behind closed doors. There were no press releases, and all attendees were ordered not to divulge the content of the discussions.

What possible justification can there be of keeping these meetings secret from the vitally interested parties whose very survival may be determined by what, if anything, was accomplished?

The Department of Justice belongs to all the people—not to a favored few. Justice can best be served, it seems to us, in the light of public knowledge and not in an atmosphere designed to create suspicion and distrust.

We wish Senator Proxmire well in his battle to open the Congressional doors to press and public in all cases where a definite security problem is not present. There are enough closed doors in our society and more than enough secrecy in our governmental machinery. The time has come to let in a lot more light.

That light may blind a few who would rather operate in the shadows, but it will help many more to see their way into the future.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A son, **Todd Evan Lawrence**, was born at Lenox Hill Hospital in New York to Mrs. **Linda Lawrence**, wife of **Sheldon Lawrence**. The child's grandfather is **Jules Lapidus**, vice-president and eastern division sales manager of Warner Brothers Pictures Distributing Corporation.

### Obituaries

**Benjamin M. Bernstein**, 64, vice-president, Cornell Theatres, Inc., and Elmira Drive-In Corporation, died in Syracuse, N. Y. He was in partnership with his brother, **Harry L. Bernstein**, and since 1919 had been a motion picture exhibitor operating in various locations. He was also a bowling proprietor and was a past national president of the Bowling Proprietors Association of America, Inc. Surviving are his wife, two sons, who are associated with Cornell Theatres, and a daughter.

**John Farkas**, father of **Clarence Farkas**, and a partner in the Lyric, Rialto, and Laurel theatres and Roseland Skating Rink, Johnstown, Pa., died recently.

**Thomas O. McCleaster**, 53, western division manager, 20th Century-Fox, died in San Francisco. He had been associated with 20th-Fox since 1933. He is survived by his widow.

**Herbert E. Wappaus**, 58, assistant manager of 20th Century-Fox's contract and play department, died in New York. He is survived by his widow, two sisters, two daughters, a son, and three grandchildren.

### Movielab Strike Ends

NEW YORK—The unauthorized work stoppage at Movielab, Inc., is over. In compliance with a directive from Richard F. Walsh, international president of the IATSE, members of Local 702 returned to their jobs at the film processing laboratory.

President Saul Jeffee singled out "for their assistance and cooperation in effecting a solution" the Film Producers Association, its executive director Harold Klein and counsel Herbert Burstein, and the International Alliance of Theatrical and Stage Employees.

### English Exhibs Fete Levine

LONDON—Joseph E. Levine, president of Embassy Pictures, accepted an Award of Merit—the first of its kind—voted him by the Cinematograph Exhibitors' Association, which is composed of exhibitors throughout England, Scotland, and Northern Ireland, including Britain's five major circuits.

Levine was presented the award by Peter King, CEA president, at the Imperial Hotel in Blackpool, during the organization's annual conference. The presentation was followed by a reception in Levine's honor, hosted by Paramount International Films.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 21

### "Sy" Evans From Schine To General Cinema Post

BOSTON—The appointment of Seymour H. "Sy" Evans as director of advertising, publicity, and promotion for General Cinema Corporation was announced by Melvin R. Wintman, executive vice-president of General Cinema. Evans, who has resigned as general manager of the Schine Circuit in Gloversville, New York, will assume his new duties immediately.

A native of New York City, and a Columbia University graduate, Evans entered the industry in 1946, after serving five years in the then U. S. Army Air Corps. A member of the field promotion staff of Universal Pictures, Evans joined the Schine Circuit in 1951 as assistant director of advertising, publicity, and promotion. In 1960, he was made head of that department, a post he held until his appointment to general manager of the Schine Circuit in 1963.

General Cinema Corporation, a pioneer in the development of theatres in regional and other large shopping centers, now operates 83 drive-in, indoor, and shopping center theatres in 24 states. Before the end of 1965, it is expected that 12 more new theatres will be opened. Additionally, present plans call for the opening of approximately 50 new theatres within the next three years.

### Bill Hunt's 60th Year

WILDWOOD, N. J.—Bill Hunt, Hunt's Theatres, celebrates his 60th year as a motion picture exhibitor today (June 23). Features of the anniversary are an inspection of the new Hunt's Ocean Theatre on Hunt's Pier and the completely redesigned Hunt's Liberty, Cape May.

### MCA Stockholders Meet

CHICAGO—The annual meeting of the stockholders of MCA, Inc., was held here, and the following were elected as directors: Jules C. Stein, Milton R. Rackmil, Lew R. Wasserman, Charles Miller, Walter M. Heymann, and Albert A. Garthwaite.

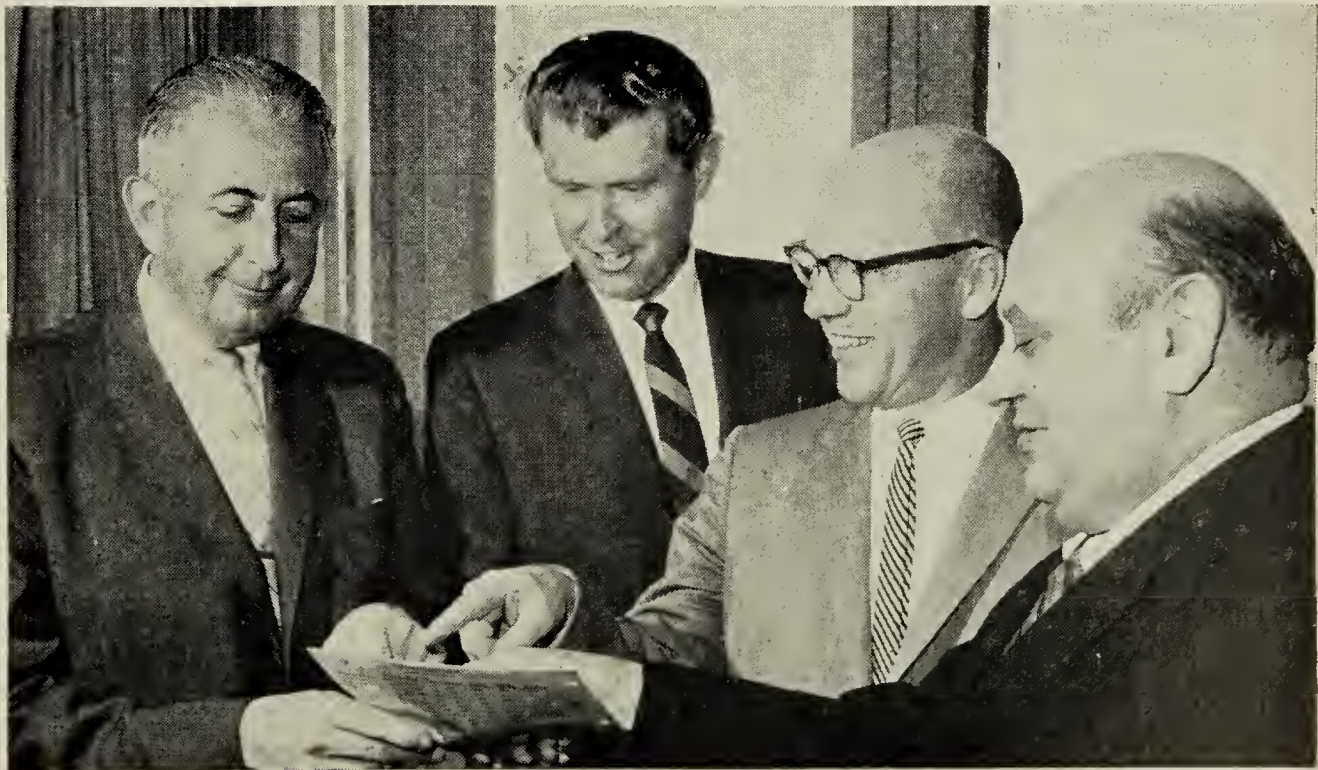
Stockholders confirmed the appointment of Price Waterhouse & Co. as independent auditors for the fiscal year ending Dec. 31.

At a board meeting held after the annual meeting, the following were elected as officers: Jules C. Stein, chairman of the board; Milton R. Rackmil, vice-chairman of the board; Lew R. Wasserman, president and chief executive officer; Berle Adams, vice-president; Albert A. Dorskind, vice-president and treasurer; Edd Henry, vice-president; Jay Kanter, vice-president; Maurie B. Lipsey, vice-president; Charles Miller, vice-president; Daniel L. Ritchie, vice-president; Michael J. Rockford, vice-president; Taft B. Schreiber, vice-president; Morris M. Schrier, vice-president and secretary; Morris H. Berman, controller; John W. Findlater, assistant secretary; Frederick E. Witt, assistant treasurer.

### Movies To Bid Farewell To Federal Ticket Tax

WASHINGTON, D. C.—The federal admissions tax on motion picture theatres, legitimate theatres, and the like will be repealed at noon on Dec. 31.

This levy is one cent for each 10 cents of the ticket price, not counting the first dollar. Also to be repealed at the same time will be the tax on tickets to race tracks and the cabaret tax charged by restaurants that provide entertainment.



Seen planning Show-A-Rama IX, industry trade show and business convention to be held March 1-2-3, 1966, in Denver at the Hilton Hotel are, left to right, Larry Starsmore, Westland Theatres, Inc., Colorado Springs; John Dobson, United Artists Pictures, Denver; Marvin Goldfarb, Buena Vista Films, Denver; and Britt Canfield, Hilton Hotel, Denver. Dobson and Starsmore are co-chairmen of the meeting, and Goldfarb is president of the Rocky Mountain Picture Association.



# Penna. Ponders New Censor Bill

## Smith Heads NG Theatres As Company Goes East

SAN FRANCISCO—Roderick (Bob) Smith has been promoted to division manager of Fox Eastern Theatres Corporation, the newest theatre operating division of National General Corporation. Smith will headquarter in New York City.



SMITH

The announcement of Smith's promotion was made in San Francisco during a meeting of northern California theatre managers and home office employees by Dan A. Polier and William H. Thedford, co-directors of

NGC's theatre operations.

Eugene V. Klein, NGC president, and Irving H. Levin, executive vice-president, are now in New York discussing plans for the circuit's expansion on the eastern seaboard.

Smith began his theatre career in 1934 in Tucson, Ariz., and has been area supervisor of NGC's Fox West Coast Theatres in northern California since last February when he was upped from Los Angeles first-run district manager.

Joining the company while still a student at the University of Arizona, Smith was appointed manager of the Fox Theatre in 1938. He returned to Tucson in 1940 as city manager. Since that time, he served in various executive capacities in Southern California for the company.

Louis Tavolara, longtime San Francisco district manager and theatre executive, will succeed Smith as northern California area supervisor.

John O. Denman, metropolitan manager for Fox Inter-Mountain Theatres in Denver, is being transferred to manage the northern California Valley District formerly held by Tavolara.

Robert Apple, manager, Paramount, Oakland, has been named special promotions manager for the circuit and will make his headquarters in the San Francisco home offices.

## Seattle Censors Mark Time

SEATTLE—The Board of Theatre Supervisors has been practically inactive due to delays in bringing to trial a law suit against the city's new film classification ordinance. The suit has now been postponed until Aug. 23.

The ordinance became law last September but never was enforced because a theatre operator in the North End challenged its constitutionality. Since then, seven motion picture distributors and Sterling Theatres have filed similar actions, which have been consolidated into one suit.

Exhibitors contend the ordinance is impractical and involves burdensome administrative detail. It requires that films deemed not suited for general showing be classified as to their suitability for "adults only" or for persons over 18 or 20 years of age. The exhibitors contend no law is needed because they have demonstrated that they can police themselves.

## Calif. Plans New Appeal Of Court's Pay-TV Ruling

SACRAMENTO, CAL.—It was learned that the decision which rendered the California ban on pay-tv unconstitutional will be appealed by State Attorney General Thomas C. Lynch.

The ban had gone into effect after the voters last November voted two to one declaring pay tv contrary to state policy. Whereupon Subscription Television, Inc., sued Frank M. Jordan, Secretary of State in California, to nullify the decision. On May 19, Superior Court Judge Irving H. Perluss voided the ban on the grounds that it "abridges freedom of speech guarantees of the First and 14th Amendments." By this time, Subscription TV had ceased to operate.

Grounds for the appeal are said to be based on the thought that one man should not upset the will of the voters.

## New Art House Included In Plush Detroit Lodge

DETROIT—About the time the snow flies, the doors will swing open to admit the public to a new, plush, first-run theatre.

In a surprise announcement to outsiders came the news that the new 14-story Howard Johnson Motor Lodge will contain the 530-seat Studio-New Center.

The joint communique was issued by Richard Sloan, president, Studio-New Center Theatre Corp., and Louis Berry, president, Fisher-New Center Co., builders of the lodge.

Operating the venture will be brothers Richard and Eugene Sloan, and Edward Schuman.

The Sloans have had extensive theatre holdings for years. Presently, as Suburban Theatres, they own the Mercury, Radio City, Vogue, Norwest, Alger, and Northland Cinema. In addition, in association with twins Adolph and Irving Goldberg, Community Theatres, and the Wisper and Westman Circuit, they operate the Terrace and the downtown Adams.

Edward Schuman, who heads film buying for Walter Reade-Sterling, acquired the Studio here some years ago. Since, he remodeled a house into the Studio North, and built the Studio 8. All of these are on an art policy, as will be the Studio Center.

The auditorium will be made available for meetings such as those of stockholders, sales groups, trade associations, lectures and conventions.

The rapidly developing area centers around the Fisher Building, wherein four years ago the movie house was remodeled into the present \$3.5 million legitimate Fisher. Now, there is under construction in addition to the Howard Johnson structure, what is to be the first-line St. Regis Hotel. There is also the New Center building devoted to commerce. Other plans call for a Polynesian restaurant and another restaurant and cocktail lounge adjacent to the Studio New Center.

The lobby setting is designed to have an outdoor look. Employed will be original sculpture, walls with brick treatment, paintings, and a fountain.

## House Committee Gives Initial Approval To Three-Man Board; Court Seen As Final Arbiter

HARRISBURG—The Pennsylvania House of Representatives Judiciary Committee gave initial approval to the proposed creation of a Pennsylvania Motion Picture Review Board with the powers of censorship.

The bill (H. B. 1098), which would set up a three-member board appointed by the Governor, was released to the floor without amendment a month after its introduction by Representatives Herbert Fineman, Peter E. Perry, Arthur Rubin, and Ulysses Shelton, Philadelphia Democrats.

Under the provisions of the bill, the chairman of the board would receive \$5,500 a year and the other two members \$5000. The sum of \$75,000 would be appropriated to the Department of Public Instruction for the enforcement of the act.

Anyone intending to sell, lease, lend, exhibit, or use any motion picture films, reels, or stereopticon views or slides in Pennsylvania would have to register with the board at least 72 hours before a showing and notify the board where and when each such showing was to take place. The board could request an exact copy of the film reel or view. An annual registration of \$1 would be charged, and for listing of the first showing of each film, reel, or view in Pennsylvania, the board would receive at the time of the listing a fee of 50 cents for each 1,200 lineal feet or less.

The board would have the power to examine any film, reel, or view to determine if standards set down by the courts for obscenity were being violated. If the board found that any film, reel, or view violated the standards, it would immediately begin injunction proceedings in the Court of Common Pleas of the county where the film, reel, or view was about to be shown. The court would make its determination within five days.

Penalties for violation of any of the act's provisions would be a fine of not less than \$500 or more than \$1,000, or six months imprisonment, or both.

The act does not apply to sale, lease, loan, exhibition, or use of films or views for purely educational, charitable, fraternal, family, or religious purpose by any religious association, fraternal society, family, library, museum, public school or private school, or to any sale, lease, loan, exhibition or use of films commonly known as industrial, business, institutional, advertising, or training concerned exclusively with the advancement of law, medicine, and other provisions.

## Arthur Circuit Joins TOA

ST. LOUIS—Arthur Enterprises, Inc., which operates more than 20 theatres in Illinois and Missouri, has joined Theatre Owners of America, TOA president Sumner M. Redstone announced.

The circuit was brought into TOA by George Roscoe, director of exhibitor relations.

James H. Arthur is president of Arthur Enterprises; Edward B. Arthur, general manager; E. J. Karches, treasurer; and L. Schilly, secretary.



## AB-PT Shifts Managers; Krolick Heads For Ariz.

BUFFALO—Three important managerial personnel shifts have been made in the Buffalo American Broadcasting-Paramount Theatres fold. The reassignments come following the recent demolition of the Paramount, flagship for many years of the AB-PT set-up in Buffalo. The announcement of the changes has been made by Samuel H. Clark, president of the Buffalo Paramount Corporation, and also involves personnel in the Rochester AB-PT management.

Arthur Krolick, district manager in Buffalo and Rochester for the past 14 years, will leave July 1 for Tucson, Ariz., where he will join the Arizona Paramount Corporation, headed by George Aurelius, as supervisor of its theatres in Tucson.

Francis Anderson, who has been city manager in Rochester, will take over the operations in both Buffalo and Rochester, but will continue to make his headquarters in Rochester.

Edward Miller, popular Buffalo showman since the 1920's and the glory-days of the Shea empire, becomes managing director of the Center. Miller started in Buffalo theatre business as an usher in 1926 in Shea's Buffalo, and through the years was manager of many of the Shea houses, including the Hippodrome, Century, Kensington, Roosevelt, Bailey, Elmwood, Lackawanna, and in recent years, the Paramount downtown.

Ben Dargush who has managed the Center for the past 10 years, has been transferred to Florida where he will be affiliated with Florida State Theatres, Inc. Before joining Paramount Theatres, Dargush had been manager of the Schine Granada in north Buffalo. He is a graduate of Michigan State College and a field-artillery major of World War II. He is a native of Amsterdam, N. Y., and is known beyond the theatre business as an expert golfer.

Krolick has been with Paramount theatres for some 30 years, managing houses in several cities with a long period in Rochester. He came to Buffalo with his young wife, the former Mildred Lind, in 1951, when Paramount had five theatres in the city. The Krolicks have two sons. Alan, 20, recently has been serving the U. S. Navy in Viet Nam waters and expects to resume civilian life on his 21st birthday as a college student. Jeffrey, 13, will enter Tucson High School next autumn.

Miller, by the way is a cocker-spaniel enthusiast and stamp collector. In the interest of this avocation, he has pen pals all over the world.

It also is announced that Albert J. Sicignano has been designated as liaison officer with respect to the theatre subsidiary operations in both Buffalo and Rochester. Sicignano is located in the home office of American Broadcasting-Paramount Theatres, Inc., in New York.

## Palisades, Toho To IFIDA

NEW YORK—IFIDA announced acceptance of applications for membership of Palisades International Corp., New York based importer-distributor of foreign films, and Toho International, prominent New York importer-distributor of Japanese films.

Representing Palisades International on the IFIDA board will be Louis Kisner, president. Representing Toho International on the IFIDA board will be Yukio Kaise, director and general sales manager for the company.

# Drastic D.C. Anti-Obscenity Bill May Violate Constitutional Rights



Columbia Pictures recently signed a three year deal with Dino De Laurentiis under which he will produce a series of films for world-wide distribution by the company. Shown are, left to right, Leo Jaffe, Columbia executive vice-president; De Laurentiis; M. J. Frankovich, first vice-president in charge of world production; and Maxwell Setton, managing director of Columbia's British Productions, Ltd., in Jaffe's New York office.

## Col. Signs DeLaurentiis To Big Three-Year Pact

NEW YORK—In a multi-million dollar production and worldwide distribution deal, Columbia Pictures Corporation has signed an exclusive three-year contract with producer Dino De Laurentiis under which De Laurentiis will produce a series of major international motion pictures to be distributed worldwide by Columbia.

This was announced following a meeting in New York between Columbia's Leo Jaffe, executive vice-president, and M. J. Frankovich, first vice-president in charge of world production, and De Laurentiis, who flew in from Rome to finalize the deal.

The contract with Columbia does not include distribution of De Laurentiis' already-completed production of "The Bible," which is being released by another company.

The deal will involve important story properties and the use of top directors and leading international stars. The films will include "The Dark Angel," based on Mika Waltari's novel of the same title, to be filmed on location in Istanbul; "The Absurd Universe," to be directed by Federico Fellini and to star Marcello Mastroianni; and Albert Camus' famed novel, "The Stranger," to be directed by Luchino Visconti on location in Algiers. Other titles announced were "Operation Paradise," "Zachary," "Barberella," and "Mademoiselle Docteur."

Since he produced "The Bible," De Laurentiis has emerged as one of the most important independent producers in the world. All of the above productions are to be filmed at his own studios in Rome beginning immediately.

## WOMPI N.Y. Convention

NEW YORK—The 12th annual convention of WOMPI, International, will be held in New York City at the Hotel Astor, Sept. 17-18-19, 1965. Miss Dorothy Reeves, Embassy Pictures, has been named convention chairman, and presiding officer of the international convention will be Mrs. Lee Nickolaus, New Orleans, international president.

WASHINGTON, D. C.—The chairman of the Senate's constitutional rights subcommittee warned the Senate that the drastic anti-obscenity bill for the District of Columbia would violate these rights.

The film industry this year did not oppose Title V of the D. C. omnibus crime bill, the anti-obscenity section. Although there were doubts about the severity of the section, it was agreed that anti-obscenity statutes should not be opposed in order not to weaken the major battle, that against censorship and prior restraints.

The omnibus crime bill passed the House easily and is now pending in the Senate.

Constitutional rights subcommittee chairman Sam J. Ervin, Jr., Democrat, North Carolina, told the Senate district committee that Section V "would have the effect of censoring all literature, art, and theatre which the U. S. Attorney might possibly consider 'obscene,' 'indecent,' 'immoral,' or 'offensive' to the public decency," with the wording of these words extremely controversial and the bill not even trying to set up standards of definitions.

"But the bill attempts to escape much such challenge to its imprecision by providing criminal penalties which are so severe that many of those who might possibly be affected by the bill would be intimidated to abandon an honest disagreement with the U. S. Attorney. Such intimidation would seriously undermine freedom of the press and the free expression of ideas in literature, art and the theatre."

Ervin contended that the section would, in fact, impose prior restraint on speech and the press in violation of the First Amendment, and that permitting a judge to determine obscenity would violate the constitutional right to trial by jury.

## Electronovision, SAG Agree

LOS ANGELES—Electronovision Productions, Inc., and the Screen Actors Guild signed a new contract, effective immediately. The new agreement will enable the production company to proceed with its recently announced slate of five additional feature films to be produced before the end of 1965.

Bill Sargent, president of Electronovision, announced that the company will demonstrate a revolutionary new system of electronic filming within the next month. The new Electronovision system is said to have every advantage of the previous method but is expected to overcome its shortcomings. Sargent said it will also enable future productions to be shot in color with motion picture clarity and quality.

## Goodman Boosts U.S.A. Pix

HOLLYWOOD — Vern Carstensen, vice-president of United Screen Arts, announced that The Mort Goodman Organization, Hollywood advertising agency, will handle national radio and television campaigns for motion pictures distributed by U.S.A. Goodman will report to Harry Koplan, director of production and advertising for U.S.A.

The agency will create tv and radio saturation campaigns for "The Young Sinner" and "Bend to the Wind."



# 19 New Films In Next 18 Months On Mirisch \$73.5 Million Schedule

HOLLYWOOD—The Mirisch Corporation will accelerate its pace of activities to place 19 major motion pictures before the cameras during the next 18 months at a total expenditure expected to exceed \$73,500,000, it was announced by Harold J. Mirisch, president of The Mirisch Corporation.

In announcing the production plans for 1965-66, Mirisch simultaneously revealed details of two new projects. These are:

"In The Heat Of The Night"—the new modern suspense novel by John Ball, to which motion picture rights have been acquired. Academy Award-winner Sidney Poitier has been signed to play the leading role of "Virgil Tibbs," whom the New York Times in their recent review of the book predicted "may well end up in the Great Detective category." Robert Alan Aurthur will write the screenplay and produce the film. Television rights to the character have also been acquired, for potential use in a series under the Mirisch-Rich TV Production banner.

"The Sinful Adventures of Davy Haggert"—An original story and screenplay in the "Tom Jones" genre by James Webb, winner of the Academy Award for his screenplay on "How The West Was Won."

The 19 films scheduled for production during the next 18 months are in addition to three motion pictures already completed and awaiting release, and two projects currently shooting. All Mirisch presentations are released through United Artists.

Commenting on the greatly expanded program of his organization as well as the state of the motion picture industry in general, Mirisch stated:

"We have reached a point in the history of the motion picture industry where both the risks and the rewards have risen to new record heights. Among the most prominent liabilities are the spiraling production costs and the fact that few star names can be considered sure-things at the boxoffice. These risks, plus the public's ever-increasing demand for greater and greater quality in their film entertainment, have served as a spur to achievement for our organization—in fact, they have had a lot to do in shaping the special approach of our operation. We believe, particularly in these times of so many variables, that the strongest 'guarantee' of success is the creative ability of the film-maker—the man who makes the movie. Accordingly, we have endeavored to gather together under our banner many of the most talented and respected film-makers. The future success of our organization—and of the industry—rests, we feel, in the creative energies and abilities of such men as Billy Wilder, Blake Edwards, John Sturges, J. Lee Thompson, George Roy Hill, Mel Shavelson, Norman Jewison, David Miller, Ronald Neame, Lewis J. Rachmil, Walter Grauman, Arthur Hiller and Bryan Forbes."

Completed and scheduled for UA release are:

"The Hallelujah Trail"—John Sturges' epic comedy set in the Old West, starring Burt Lancaster, Lee Remick, Jim Hutton, Pamela Tiffin, Donald Pleasence, Brian Keith and Martin Landau. Road show release as Cinema attraction begins this month.

"A Rage To Live"—Based on John O'Hara's controversial best-seller, the film stars Su-

zanne Pleshette, Bradford Dillman, and Ben Gazzara. Lewis J. Rachmil produced the film, directed by Walter Grauman, which goes into release October, 1965.

"Return From The Ashes"—J. Lee Thompson's new suspense-thriller, starring Maximilian Schell, Samantha Eggar, and Ingrid Thulin. Filming completed in London, release scheduled for November, 1965.

Now before the cameras are two films, representing a combined investment of \$17,000,000, which is in addition to the \$73,500,000 projected for the next year-and-a-half. These two films are:

"Hawaii"—The motion picture based on James A. Michener's celebrated bestseller, starring Julie Andrews, Max von Sydow and Richard Harris. Walter Mirisch is producing, George Roy Hill is directing. Road show release scheduled for October, 1966.

"Cast A Giant Shadow"—The story of David "Mickey" Marcus, the American colonel whose remarkable military career ranged from the Pentagon to Jerusalem, stars Kirk Douglas and Senta Berger, with special appearances by Frank Sinatra, Yul Brynner, and John Wayne. Producer-director Melville Shavelson is now shooting his own screenplay on locations in Israel.

Scheduled for filming during 1965-66 are:

1) "What Did You Do In The War, Daddy?"—Blake Edwards' new comedy, his first under the Mirisch banner since "The Pink Panther" and "A Shot In The Dark." James Coburn, Dick Shawn, and Aldo Ray will play leading roles. Shooting begins in Hollywood in mid-August.

2) "The Russians Are Coming . . . The Russians Are Coming"—Producer-director Norman Jewison's first film under the Mirisch banner, a comedy based on a Nathaniel Benchley novel, which goes before the cameras in late August.

3) Billy Wilder #6 — The award-winning director-producer-writer's sixth consecutive film for Mirisch under his exclusive association will be an original, and as yet untitled, comedy-drama by Wilder and his associate producer-collaborator, I. A. L. Diamond. Jack Lemmon and Walter Matthau have been set to star. The film begins shooting in October, 1965.

4) "Lydia"—David Miller will produce and direct this comedy-suspense film, based on the novel by E. V. Cunningham (nom de plume for Howard Fast), and starting in November, 1965.

5) "High Citadel"—J. Lee Thompson's new high suspense-thriller, shooting to begin in Hollywood and the High Sierras in November, 1965.

6) "The Mutiny of Madame Yes"—Ronald Neame will produce and direct this comedy, shooting scheduled for England and surrounding waters in the fall and winter of this year.

7) "A Garden of Cucumbers"—(tentative title)—Walter Mirisch. This new comedy, to be filmed in Hollywood during fall-winter of this year.

8) "The Egyptologists"—Director-producer-writer Bryan Forbes' first motion picture under the Mirisch banner, a comedy based on the new novel by Kingsley Amis and Robert Conquest. Peter Sellers is the first interna-

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## Sargoy, Schimel Represent Industry On Copyrights

WASHINGTON, D. C.—The motion Picture Association of America, Inc., submitted its views to the subcommittee of the House Judiciary Committee, holding hearings over the last four weeks in the Rayburn House Office Building on pending bills to overhaul completely the U. S. copyright system which has been in effect since 1909.

Addressing the Congressional committee were Adolph Schimel, chairman of the Association's Law Committee, and Edward A. Sargoy, counsel for the Association's Copyright Committee, which submitted a detailed memorandum statement.

It was indicated that the Motion Picture Association approves the basic approach, the purposes, and many of the essential major principles laid out in the legislation, and is a proponent of copyright revision along the lines of those principles, but that several new provisions, not in any prior drafts, were of serious concern to the industry and required amendment.

Schimel, who is vice-president and general counsel of Universal Pictures Company, Inc., after describing the complicated process by which motion pictures come into being, spoke on three matters of special concern to producers, authorship of works for hire, recapture by an author of assigned rights after 35 years, and a proposal in the bill to exempt broadcasters from copyright liability for making what the bill calls "ephemeral recordings," by way of video taping, duping or other recording, of authorized performances of any copyrighted work. Schimel said that the producers could live with the compromise provisions worked out by the legislation on authorship of works for hire, and on reversion, but were strenuously opposed to the proposed new exemption permitting the making without copyright license of video tapes, duped prints and like recordings, of either theatrical films furnished for tv performances, or literary or dramatic works to which producers owned the exclusive motion picture rights.

Sargoy, who is a member of the law firm of Sargoy & Stein, special counsel in copyright matters for the distributing members of the Association for many years, criticized several new proposals for exemptions from copyright control and licensing which appeared for the first time in the pending legislation, and which were not in the legislation proposed last year. These related to a provision in the bill permitting the use of copyrighted motion pictures without copyright liability in any school for face-to-face teaching purposes; and a further proposal by educational associations, but not yet in the pending bill, for an exemption permitting schools and teachers freely to make a duped print or video tape of any motion picture used for such exempt classroom performance. There also was criticism of the exemption in the bill given to organizations operated for scholarly, educational, or religious purposes, to import for their library collections, prints of motion pictures without the permission of the U. S. copyright owner. Sargoy further requested that the provision of the legislation permitting the Library of Congress to exchange with or transfer to any other library, any copies required to be deposited with it by the statute, which would include motion pictures, be amended by requiring the prior consent of the copyright owner.



# WHAT ARE YOU DOING TO HELP IMPROVE OUR PUBLIC RELATIONS?

It's GOOD BUSINESS for every theatre to DO something about it!

The greatest single asset YOU have is the RESEARCH and HEALING of the Will Rogers Hospital and O'Donnell Research Laboratories!

No theatre too small! None too big to tell your patrons that your industry is engaged in a great HUMANITARIAN work! When YOU join thousands of other theatres in the ANNUAL AUDIENCE COLLECTION CAMPAIGN you're building respect of press and public for the industry of which YOU are a part! A wonderful Frank Sinatra trailer sells the patron!

PLEDGE YOUR THEATRE NOW! TELL US WHEN YOU WILL COLLECT!



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**MEMORIAL HOSPITAL AND THE  
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# Whither N.Y. Censorship Following Unconstitutional Ruling By Court?

ALBANY—Many searching questions arose in the wake of N. Y. Court of Appeals declaration that the entire chapter of the Education Law providing for licensing or censorship of motion pictures was "null and void." Why? "It violates the 14th Amendment of the Constitution of the United States."

Court of Appeals filed a request that Supreme Court, Albany County, enter judgment to this effect. State's highest bench took such action to make effective a decision by the Supreme Court in matter of Board of Regents vs Trans Lux Film Distributing Corp., on the Danish prize-winner, "A Stranger Knocks." Washington Court reversed a 4-3 determination by Court of Appeals that the film was "obscene" unless two sequences of the sexual nature were scissored. Supreme Court did so on the basis of its February finding in the now historic Freedman vs Maryland case. Maryland enacted a new law subsequently.

Supreme Court mandated Court of Appeals to make the nullity ruling. This is regular procedure under the circumstances, a highly qualified source observed.

State Education Department's Law Division received by phone a brief notice of the fact that state's highest tribunal had declared the film licensing law unconstitutional. Copy of official papers came via mail. A Department official revealed this. Dr. Charles A. Brind, Jr., Regent's counsel and recognized spokesman for Board and Department in censorship matters, was out of town the day after the Court of Appeals moved.

The Law Division had not yet been given time for a thorough study of the development. However, after this analysis is made, a public statement is likely, according to information.

An interrogation as to the effect of the court action on bills pending in the Legislature providing for classification of films was raised. One or more of these are aimed at

preventing the entrance of a child under 16, where unaccompanied by parents, guardian, or authorized adult, to a theatre showing a picture not rated by Education Department's Motion Picture Division as "acceptable" for viewing by such youngsters.

One proposal would classify violations in the misdemeanor category. Since it and others were based on sections of Education Law now held unconstitutional, changes were apparently necessary if sponsor hoped any could successfully run the gauntlet of court scrutiny. Court of appeals henceforth will have a certain majority of four voting to go along with U. S. Supreme Court. Judge Francis Bergen, who took a seat Jan. 1, 1964, could not participate in "A Stranger Knocks." He had been presiding justice of Appellate Division, Third Department, when it considered and by a 4-1 vote decided "A Stranger Knocks" was not obscene.

That court cited two U. S. Supreme Court findings which made necessary the reversal of Regents' position. Opinions also emphasized that the sequences which Motion Picture Division and Regents held "obscene" were vital to the story of the film. They could not be deleted without damaging the pictures' narrative—and artistic quality.

Prevailing opinion also stated the sequences implied rather than demonstrated sexual acts. Bergen voted with the majority. Justice Clarence J. Derliky, Glen Falls, dissented.

Judge Bergen wrote the prevailing opinion last summer in one of the two cases involving widely publicized books. He held one of them not pornographic or obscene on the basis of recent U. S. Supreme Court decisions.

It is doubtful whether any Court of Appeals judges would in the future vote to hold the 44-year old licensing law constitutional.

This statute must be completely rewritten to make it conform with the four requirements listed by U. S. Supreme Court.

## Levine's "Operation Harlow" Invades Five Key Cities

NEW YORK—"Operation Harlow," the massive international advertising and publicity drive that Joseph E. Levine and Paramount Pictures have been conducting since last summer for their Carroll Baker starring film, entered another major phase as Levine started an exhaustive five-city tour for the film.

Travelling with the first completed print of the Panavision-Technicolor drama, Levine was to lead the celebration of five separate "Harlow Days" in Chicago, Dallas, Philadelphia, Detroit and Boston. An around-the-clock schedule of events in each city was to include exhibitor screenings and merchandising forums, "sneak" previews for general public and press, radio and tv interviews with Levine.

"Harlow Day" was to start with an exhibitor screening, to which the general public will also be invited through a unique tie-in with top radio stations in the five cities. This phase of the promotion, in which the stations are given a block of tickets to offer free to their listeners, is resulting in up to two weeks of free airwaves publicity for "Harlow" in each city.

Following the screening, exhibitors were to be Levine's guests at luncheon, which was to segue into a presentation of the "Harlow" campaign. The presentations were specially designed so that exhibitors could see exactly how the campaign will operate in their own city and surrounding territory.

Exhibitors were to start their celebration of "Harlow Days" at the following theatres: Chicago, Chicago; Palace, Dallas; Stanton, Philadelphia; Michigan, Detroit; and Loew's Orpheum, Boston.

Accompanying Levine on the five-city tour was Joseph Friedman, Paramount director of advertising and publicity.

## Tex. D-I Unit Plans Meet

DALLAS—Harry McCartney, Stanley Warner of Texas, Inc., was appointed convention chairman for the 1966 meeting of the Texas Drive-In Theatre Owners Association, president Earl Podolnick announced during the association board meeting here.

McCartney will act as convention chairman for the 1966 event to be held at the Statler-Hilton Hotel next Feb. 1-2-3. The attendance for 1965 exceeded 700 for the three day convention, the largest in history for the Texas Drive-In Theatre Owners Association. McCartney will appoint two additional co-chairmen.

## Mrs. Furst Sells "Agony"

NEW YORK—Ruth Furst has been appointed group sales director for the world premiere engagement of 20th-Fox's "The Agony and the Ecstasy," opening Oct. 7 at Loew's State. Mrs. Furst's appointment at this time is in keeping with the long-range advance campaign planned by 20th-Fox for this roadshow attraction.

Mrs. Furst was group sales director for 20th-Fox's "Cleopatra," which set an all-time advance sale record, and "The Sound of Music," currently one of the most successful of all roadshow pictures. She has performed in the same capacity for "Ben Hur" and "Becket," among other important attractions.



Alliance Amusement Company recently held its 30th annual summer sales drive at the ISTA Building, Chicago, and seen, left to right, are Lew Harris, department head of construction; Pete Panagos, in charge of theatre operations; S. J. Papas, executive vice-president who conducted the meeting; Ervin Clumb, general manager of Greater Indianapolis Amusement Company, Indianapolis; Bob Conn, midwest division manager of Warner Brothers; and John J. Doerr, film buyer, Alliance Amusement Company.



## Court Mulls Question Of Film Seizure Legality

PHILADELPHIA — The State Superior Court has taken under advisement an appeal from the District Attorney's office involving the legality of confiscating alleged obscene motion pictures.

The appeal stems from Common Pleas Court Judge Earl Chudoff's ruling that the seizure of American Film Distributing Corporation's "Olga's House Of Shame" last November on a warrant issued by a magistrate was unconstitutional.

Assistant District Attorney David L. Creskoff said the films were taken from the Devon and the Art Spruce following a viewing by himself and two county detectives after the District Attorney's office had received numerous complaints.

Creskoff pointed out that he, District Attorney James C. Crumlish, Jr., two magistrates, and the grand jury, which viewed the film after its seizure, all agreed the film was obscene. He also challenged Judge Chudoff's ruling that the state obscenity law was unconstitutional because it failed to provide procedures for the seizure of motion pictures.

Attorneys representing Joseph Smith, manager, Devon and William Mullan, manager, Art Spruce, argued the procedure used by the District Attorney's office was illegal. They claimed that before the film was seized, there should have been a judicial hearing at which the film could be shown and arguments for both sides heard.

An Attorney for the American Civil Liberties Union criticized the "paternalistic attitude" of the District Attorney in the seizing of the alleged obscene films. He appeared as friend of the court before the appellate tribunal considering the constitutionality of the state obscenity law.

Attorneys for the theatre managers declared the District Attorney's procedure in seizing the film violates the first and 14th amendments as a "prior restraint to the freedom of speech."

## AA Promotes Hoffert

NEW YORK—Harold Hoffert, former salesman for Allied Artists in Cincinnati, has been promoted to manager of the company's Cleveland branch, it was announced by general sales manager Nat Nathanson.

A 20-year veteran of the business, Hoffert started in exhibition in 1945, entered independent distribution in 1954, and joined Allied Artists in 1956 in Cincinnati.



Seen at an invitation preview of Universal's "Shenandoah" in Washington, D. C., are Ed Gass, U. S. Civil War Centennial Commission; Congressman Fred Schwegel; Senator Ralph Yarborough; and Philip Gerard, Universal's eastern advertising and publicity director.

## Electronovision Files \$25-Million Antitrust Suit In "Harlow" Hassle

LOS ANGELES—In one of the largest anti-trust suits ever filed in the motion picture industry, Electronovision Productions, Inc. headed by Bill Sargent, brought action for treble damages totaling \$25,200,000 against eight corporations and two individuals in the U. S. District Court in Los Angeles.

Defendants charged with violation of the Sherman Act and the Clayton Act are Paramount Pictures Corp.; Embassy Pictures Corp.; Joseph E. Levine, president of Embassy; American Broadcasting-Paramount Theatres, Inc.; National General Corp.; Stanley Warner Corp.; Loew's Theatres, Inc.; RKO Theatres, Inc.; Technicolor Corp. of America; and Jack Armstrong, president of National Allied and alternate national director of Independent Theatre Owners of Ohio.

The suit also charged various and unspecified persons, firms, and corporations, not named as defendants, with participating as co-conspirators with the defendants.

Damages of at least \$6,250,000 (trebled to \$18,750,000), are being sought from all the defendants on charges of conspiracy to restrain Electronovision in the production, distribution and exhibition of its motion picture, "Harlow"; to boycott "Harlow" in the theatres of the theatre-owning defendants; and to deprive Electronovision of its contractual right to the services of Technicolor in the processing, developing, and printing of "Harlow."

Additional damages of at least \$2,150,000 (trebled to \$6,450,000), are being asked from the National General Corp., charging the defendant with conspiracy to exclude all motion pictures made by Electronovision from the theatres it controls, including "Hamlet" and "The T-A-M-I Show," as well as "Harlow." National General, as the licensee of the electronic process known as Talaria, is also charged with attempting to monopolize the electronic method of photographing productions for exhibition in motion picture theatres and, in so doing, destroy Electronovision as a competitor. According to the complaint, not only has National General attempted to monopolize the process, but by forcing Electronovision out of business it would have access to Electronovision's subject matter such as New York Broadway theatrical productions and recording artists.

In the complaint, Electronovision has requested leave to amend the amount of either or both monetary figures when such damages are fully ascertained.

Specific charges in the \$25-million-plus anti-trust suit include:

Paramount, Embassy, and Levine are charged with a campaign to discredit Electronovision's "Harlow," and inducing exhibitors, by means of unlawful use of economic power and pressure, to refuse to exhibit the plaintiff's "Harlow," thereby monopolizing the best theatres and greatest potential boxoffice revenue for Levine's production of "Harlow." They are charged with succeeding under threat to prevent future Paramount-Embassy-Levine productions from being booked into those theatres and/or theatre chains that exhibited Electronovision's "Harlow."

National General, AB-PT, Loews, RKO, and Stanley Warner are charged with agreeing to conspire with Paramount, Embassy, and Levine in their refusal to exhibit Electrono-

vision's "Harlow" in all or the majority of their theatres. The complaint states that this boycott went into effect despite the fact that Electronovision's first production, "Hamlet," was exhibited in 971 theatres in the U. S. and Canada, though none were National General, for a total of four performances on Sept. 23 and 24, of last year, and made motion picture boxoffice history by setting new records for a two-day exhibition of a motion picture, and receiving high critical acclaim. Electronovision's second production, "The T-A-M-I Show," the complaint continues, was widely exhibited throughout the country, except in National General theatres, during the period that the film was owned by Electronovision. It was so successful financially that AB-PT, who had recouped its \$300,000 investment in "Hamlet" plus its percentage of the profits, exercised its option to purchase 10 per cent of Electronovision stock.

Technicolor is charged with refusing to abide by its agreement with Electronovision to process, develop and make prints of the plaintiff's "Harlow" under threats by Paramount, Levine, and Embassy to cut off the future business they would otherwise bring to the lab. Electronovision, according to the complaint, had spent a great deal of time and money in working with Technicolor and its personnel to develop the skills and techniques needed to produce exhibition prints of films made by Electronovision that are of a much higher finished quality than those turned out by any other lab. As a result of Technicolor's refusal to prepare the plaintiff's prints of "Harlow," Electronovision had to have them prepared by others at a greater expense and in a less satisfactory manner. Additionally, Electronovision was denied the right to include the name "Technicolor" in its advertising and publicity.

Jack Armstrong, as an individual, is charged with joining the conspiracy and with publicly making false and defamatory statements about Electronovision's "Harlow" even before it was produced, and also urging theatre owners throughout the U. S. and Canada to boycott the film by refusing to exhibit it.

Injury to Electronovision Productions, Inc., according to the complaint filed by attorney George Slaff, encompasses the substantial reduction of potential boxoffice receipts in the U. S. and Canada, thus reducing the amount of film rental accruing to Electronovision for "Harlow" and, through National General's action, for "Hamlet" and "The T-A-M-I Show." By depriving Electronovision's "Harlow" of Technicolor's preparation, the exhibition prints had to be prepared by others at greater expense and in a less satisfactory manner. These alleged unlawful acts of the defendants have injured Electronovision's good name and good will in the motion picture industry, have destroyed or damaged the firm's good relations with customers and suppliers, have interfered with, injured and destroyed its contractual relations with financiers, distributors, guilds, agents and unions, and have greatly diminished the value of the plaintiff's business.

Additional injury resulted from the defendants' alleged acts which caused a major motion picture distributing company to attempt

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# Rank's John Davis Looks At Future Sees Challenge, Opportunity Ahead

BLACKPOOL, England — Rank's John Davis spoke to all sides of the industry at the Cinema Exhibitors Association's annual summer conference on the evolution of the cinema in a revolutionary age. He addressed them as the operator of 326 British cinemas with a pre-war valuation of \$68½ million, and currently taking two thirds of the nation's box office revenue; producer; and head of the only non-American world wide distribution organization.

Davis looked forward to 1984 when statistics suggest a 16½ per cent increase in population and males exceeding females on a 51 to 49 per cent basis. He believed this will mean earlier marriage, a female orientated society, and yet another challenge to the cinema, which will need an intensification of effort to make moviegoing part of people's lives after marriage as well as before.

"The family of 1984 will more than ever be seeking leisure as a unit," he said, "and this is a factor which can work to our advantage. As you know, I have always taken the view that the cinema is above all family entertainment. The producers who win the day will be those who can make films which bring pleasure to the whole family. The exhibitors most likely to prosper will be those who provide levels of comfort and service which will add to the evening's enjoyment."

Davis was highly critical of many cinemas and suggested that sometimes it would be better if we could forget that any exist and plan something excitingly new. "Who would dream of creating the great hulks which sprawl along the high streets or shabby little halls in the outlying districts, when we have the skills of modern designers to match the mood of the present day?" he asked. The use of red plush curtains when gay and sophisticated fabrics are now available; gilt cherubs on walls and ceilings when modern lighting at the touch of a button can bring the most delicate color changes to an auditorium; and the planning of new cinemas as temples without being part of other commercial or social units came under Davis fire.

The new cinemas would make the fullest use of automation. Slot machines for tickets, closed circuit color tv to replace the front of house publicity stills—which have been familiar to the public for half a century—and the inclusion of large screen tv of sports and other events were envisaged.

"The cinema is going to need scores of millions of pounds of capital investment in the next decade. Make no mistake," he warned, "the cinema must move with the times or suffer the penalty."

The Rank Organization, he said, had faith in the film industry and would continue to reinvest in bricks and mortar, furnishings and equipment, at a rate of not thousands but millions per year.

"The choice facing us all, large or small, is basically the same," Davis claimed. "To reinvest in the cinema or to see our assets gradually dwindling away."

## Fox Maps Group Sales

NEW YORK—Twentieth Century-Fox has appointed Laurel Kramer and Kay Taylor as group sales directors for "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes" and Robert Wise's "The Sound of Music," respectively.

## Turell Leaves Presidency Of Reade-Sterling Firm

NEW YORK—Walter Reade, Jr., chairman of the board, and Saul J. Turell, president, announced that Turell has resigned as president of Walter Reade-Sterling, Inc. Turell desires to devote his energies to the production of theatrical features and television programs. These will be financed and distributed by Walter Reade-Sterling. Among the first such projects will be "The Immortals," a collection of the greatest films of all times.

The company's distribution of Turell's "Love Goddesses," and his co-productions, "Hollywood The Golden Years" and "Silents Please" will be the pattern for distribution throughout the world.

## Rich Named To Direct Seven Arts TV Division

NEW YORK—Initiating a major international expansion of television activities, Eliot Hyman, president of Seven Arts Productions, Ltd., announced the formation of Seven Arts Television, a new subsidiary which will coordinate the development of programming for network showing and syndication, the syndication of non-feature product on a global basis, and the acquisition of tv properties for U. S. and foreign consumption.

At the same time, Hyman announced that W. Robert Rich has been named executive vice-president and general manager of Seven Arts Television and will supervise its international operations from New York. Rich was formerly vice-president and general sales manager of Seven Arts Associated Corp., who in association with Donald Klauber, vice-president and national sales manager, divided responsibilities for all television sales of the company which, until now, have primarily been in the syndication of feature films.

"Even in our state of infancy," Rich said, "we are busy developing and acquiring new properties from here and abroad with an eye toward the world market. Within the next few weeks, a production and development office will be staffed in Los Angeles to work on network programming."

## Cornell N. Y. Circuit Expands

ITHACA, N. Y.—After nearly a quarter of a century of ownership by its founders, the Ithaca has been bought by Cornell Theatres, Inc., from John F. and James A. Ryan for an undisclosed price.

Cornell Theatres also purchased from the Ryans the Corning Drive-In.

Harry L. Bernstein, president, Cornell Theatres, said the purchase was the beginning of an expansion program planned by his firm in central New York.

Some refurbishing of the Ithaca is planned, and Cornell's Ithaca resident manager Clair Hollander will add to his duties by assuming responsibility for the Ithaca and the Corning Drive-In.

## Largest Delegation Visits Will Rogers Hospital

SARANAC LAKE, N. Y.—The largest delegation of leaders of the entertainment-communications industry yet to attend Will Rogers Hospital's annual board meeting and inspection tour visited here last week.

Some 125 executives of motion pictures, radio, television, exhibition, distribution, and production spent three days in the Adirondacks in the interests of reviewing the past year's growth at Will Rogers Hospital, and in planning for further advancement of the industry's establishment for healing, medical research, and teaching.

The Carbon Products Division of Union Carbide Corporation made available three of its executive F-27 jets for exclusive use of the Will Rogers party. Each of these planes made two round trips to Saranac, leaving from LaGuardia Airport. In addition to this, all available accommodations were taken up on two scheduled commercial flights of Mohawk Airlines, from Kennedy Airport.

The party was headquartered at Whiteface Inn on Lake Placid. Coach transportation between Whiteface Inn and Will Rogers Hospital was maintained.

Highlights of the action-packed program at the hospital, in addition to the meetings and inspections, included the ground-breaking for the Montague Medical Library and Study Center, a new building to contain study-and-teaching facilities, and which is to be the memorial to Abe Montague, late president of Will Rogers.

The numerous new features inspected this year included the housing for the Summer Institute faculty, students, and visiting scientists and doctors at the nearby Bartlett Carry Club.

There was a screening, in Convention Hall at Whiteface Inn, of the 1965-66 Frank Sinatra Trailer, and the Will Rogers two-reel color documentary film, "A Place in the Country," produced by Norman Cluck of Universal Pictures.

The annual directors' meeting was held on Saturday morning. Dr. H. M. Vandiviere, Haitian - American Tuberculosis Institute (H.A.T.I.), was special guest of this meeting. A presentation was made of the Will Rogers anti-TB vaccine two-year test under way in Haiti.

## ELECTRONOVISION

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to withdraw from its promised substantial advances to Electronovision in connection with the financing of Theatrofilm versions of four New York Broadway theatrical productions and two special features.

Upon filing the \$25-million-plus anti-trust suit, which has precedent-setting implications, Bill Sargent, founder and president of Electronovision Productions, stated: "We sincerely regret that we have been forced into this action. Up until now, throughout the years I have been in business with Home Entertainment, first, and now Electronovision, I have never sued anyone before. We only took this action because the conspiracy outlined in the complaint was and is so great that without recourse to law we cannot function."

"Unfortunately," Sargent concluded, "as so often is the case, many of the individuals associated with the defendants are fine people with whom we have enjoyed doing business before this, but I intend to pursue this as vigorously as I have ever pursued anything in my life."



## New NSS Creative Dept. Provides Varied Services

NEW YORK—Burton E. Robbins, president and chief executive officer of National Screen Service Corporation, announced the formation of a new creative department which will coordinate the various creative units of National Screen. Robbins stated that the new department will contribute immeasurably to NSS' plans to make available to showmen, producers and distributors, many services that have been heretofore difficult to obtain.

Robbins further stated that the new creative department will develop unusual displays, and special event films for theatres, which will assist showmen in giving a new, exciting "modern look" to their merchandising needs.

Robbins stated that the innovations that have emanated from the motion picture industry for many years have largely come about through research and development. Today, research such as the company has engaged in during the past two years and is now expanding upon, is more important than ever. "With the industry at the threshold of a resurgence in public attendance, it needs new merchandising materials now, as never before," Robbins said.

The creative department will also serve the various subsidiaries of NSS, including Advertising Industries, Inc., NSS' newest subsidiary formed last month.

In announcing the formation of the new department, Robbins stated that he had appointed Francois Touzet as art director. Touzet, who has had many years of experience as advertising consultant, art director, advertising designer and executive art director, is a graduate of "Ecole des Beaux Arts," Paris.

## Sinatra Signs Donahue

BURBANK, CALIF.—Under its continuing production expansion plans, Sinatra Enterprises has signed director Jack Donahue for two pictures that will be released by the company in 1966 and 1967, it was announced by Frank Sinatra.

Donahue recently completed "Marriage on the Rocks" for the company starring Sinatra, Dean Martin, and Deborah Kerr. Warner Brothers will release the comedy as its Christmas attraction.



Among those who will participate in Variety Club's Old Newsboys' Day in New York for the benefit of a Children's Heart Center at N. Y. Medical College, Flower and Fifth Avenue Hospitals, are left to right, Charles Boasberg, vice-president and general sales manager, Paramount Pictures; Charles Moss, president, and Larry Morris, vice-president, B. S. Moss Enterprises, operators and owners, Criterion Theatre.

# Diary of a FOX Junketeer

By Mel Konecoff

(A JUNKET BEGETS A JUNKET, WHICH ROUGHLY TRANSLATED MEANS THAT the executives at 20th Century-Fox were so happy with the results of last year when they airlifted 110 newspapermen and television reporters from 45 cities on a tri-roadshow tour of Europe, where they witnessed on-location filming of scenes from "Those Magnificent Men in Their Flying Machines," "The Sound of Music," and "The Agony and the Ecstasy," that they decided to do a repeat on the airlift to New York so that some of the same newsmen as well as others could see the end result of one of the projects, "Flying Machines," as well as two other important films, "Morituri" and "Von Ryan's Express." What was also important was that the 112 invitees were going to see the attendant activities for the opening of two of them, talk to stars, etc. What follows is more or less a reproduction of our notes as we tried to take them in much of the schedule to show the scope of the activities while trying to take care of our normally abnormal schedule as well.)

**WEDNESDAY: WENT OVER TO LOBBY OF ASTOR HOTEL TO CHECK IN. FOUND** swingin' group including Mort Segal, Alan Bader, Mike Shapiro, and Monroe Friedman on top of situation. They wanted to know what our booze preference was after handing us kit. Wonder why? How do you want to go out to Flushing Airport, they asked, for flying machine demonstration and "Back to 1910" party—by helicopter or bus? We said helicopter but wound up going by bus because there was a back-up for the planes, and winds didn't allow them to operate as efficiently as possible. Ont at airport tucked away in Queens found odd-ball planes used in the picture; Gert (Goldfinger) Frobe and Irina Demick posing for pix; etc. In huge hangar #2, a band, dancers, and singers in 1910-style costumes performed while Red Buttons emceed. Oldtimers Smith and Dale put in an appearance. Ran into veep Jonas Rosenfield, who was sorry the activities took us away from our annual visit to Will Rogers, which saddened us as well.

Back in town, the group changed for premiere of "Flying Machines" at the DeMille, with some arriving at theatre in antique automobiles. Francis Cardinal Spellman and Fox president Darryl F. Zanuck presented with awards by National Reserve Officers Association prior to pix going on. Same outfit hosted party in grand ballroom of Astor afterwards.

**THURSDAY: IN THE A.M., TELEVISION REPORTERS FILMED INTERVIEWS WITH** the stars of "Flying Machines," and then everyone adjourned to the 21 Club for cocktails and a welcoming luncheon hosted by Darryl F. Zanuck, president of Fox. Rosenfield, in making the introductions, took care to advise those present that this year saw the company celebrating its fiftieth anniversary.

Zanuck welcomed the visitors and introduced Ralph Hetzel, acting president of the Motion Picture Association of America; Joe Sugar, vice-president in charge of domestic distribution; actor Gert Frobe; Air Commander Allen Wheeler, who built the ancient flying machines in the film; starlets Racquel Welch and Janet Margolin; Irina Demick; and Trevor Howard. He also paid tribute to the absent head of Fox production, Richard Zanuck, who made the films on view possible.

Seymour Poe, executive vice-president, didn't expect to address the group, but he pulled out a set of figures in "Cleopatra," which he always carries around with him, noting that the negative cost was \$31,115,000, to which should be added advertising and print costs of \$13,135,000 for a total of \$44,250,000. Thus far, he has in \$35,179,000, and he expected the film rentals to eventually mount to 47 million dollars, which means there will be a profit of \$4,750,000.

Questions were then thrown at Zanuck, such as did he consider the stars or stories more important these days. He replied that his answer usually depended on whether or not there were stars in the audience. Turning serious, he stated that the story and its packaging are most important, and even the stars realize that they alone can't carry a film for any great success. He prefers to make films in Hollywood whenever possible, he told another questioner, because of the fine technicians, the experienced help, etc. He will only go abroad for geographic reasons as called for in the story. Some pictures can't be made in Hollywood because the cost of set construction and other details would be prohibitive. In some places, you can work a six day week abroad, but he felt that you can get just as much done in Hollywood in five days. The company plans on making a select number of future films abroad—in Australia, Holland, Italy, Turkey, Formosa, etc.

One gal wanted to know if Fox would take the press abroad again next year for production viewing or for openings, and Zanuck replied that this would depend on what was written on the present trip. Some one brought up "The Longest Day," and he reported that \$31,795,000 was in on this already. He observed that he would have sold out for 20 millions. The company has been approached to put this film on television, and the highest price ever offered for a film has been put forth for one performance a year. No decision has been made on this because it still has theatres to play. If and when it happens, it won't be for five years.

War is still a popular subject filmwise, he thought, and preparations are under way to film "The Blue Max," a story about World War One. He was questioned as to whether he thought there was a dearth of product, and he replied he didn't think so as fine pictures seem to open all the time. He did think that if they played for a longer period of time, there would be no shortage if one did exist.

Did Fox close a deal to distribute "The Bible" with Dino De Laurentiis? Not as of lunch time, he replied, but later may see something emerge, he admitted.

Following the luncheon, interviews with the stars of "Flying Machines" were in order as were attendance at the Rainbow Room atop Rockefeller Center and a party at Danny's Hideaway hosted by Sammy Davis, Jr.

**(WILL YOUR CORRESPONDENT SURVIVE? WILL VISITING NEWSMEN AND** gals come through their experiences successfully? Will the scores of events come off as scheduled? Tune in next week for the thrilling conclusion of this cinematic adventure.)



(Continued from page 8)

tional star signed for the film, which begins shooting in England during spring of 1966.

9) "Inspector Clouseau"—A new comedy dealing with the further adventures of the suave but clumsy sleuth seen earlier in Blake Edwards' hits, "The Pink Panther" and "A Shot In The Dark," scheduled for filming in 1966.

10) "The Great Japanese Train Robbery"—David Miller will produce and direct this comedy in England, Hollywood, and Japan, to begin shooting next spring.

11) "Return of the Seven"—A film dealing with the further adventures of the characters seen in John Sturges' "The Magnificent Seven." Yul Brynner will star once again in the role of "Chris," the gunfighter, with shooting to begin in Mexico in late spring.

12) "The Private Life of Sherlock Holmes"—Billy Wilder's road show romantic mystery, based on the celebrated Sir Arthur Conan Doyle characters, to be filmed in Hollywood during summer, 1966.

13) "The Law and Tombstone"—John Sturges' new western adventure, which will begin shooting in Hollywood and location in the southwest in late summer, 1966.

14) "How To Succeed In Business Without Really Trying"—The record-breaking hit of the Broadway and London stage will be filmed by The Mirisch Corporation in late summer, 1966.

15) "The Battle of Gettysburg"—Blake Edwards' road show production of the classic Civil War encounter. Shooting scheduled to begin in mid-summer, 1966.

16) "Richard Sahib"—John Sturges will produce and direct this modern adventure set against the background of southeast Asia in the fall of 1966.

17) "In The Heat Of The Night"—Sidney Poitier will star as Detective Virgil Tibbs in the film based on John Ball's mystery novel.

18) "Riders Three"—A Walter Mirisch production, with shooting scheduled for the summer-fall of 1966.

19) "The Sinful Adventures of Davy Haggert," original to be shot during the fall of 1966.

## BV's Monaco To K. C.

KANSAS CITY—Frank Monaco has been appointed salesman in the Kansas City branch office of Walt Disney's distributing arm, Buena Vista. He has been a booker in Disney's Denver office for seven years.

Monaco was formerly with Universal-International and Paramount Pictures.



Star Rita Tushingham and director Richard Lester are seen at the recent world charity premiere of United Artists' "The Knack-and How To Get It" at the Pavilion, London, England.

# LONDON Observations

By Jock MacGregor

"WE'D BE BETTER OFF IN BLACKPOOL" IS A SONG WHICH I SUSPECT FEW attending the Cinema Exhibitors Association's annual convention in the northern resort will ever hum again. The hotels must be experienced to be believed. The opening to most greetings was a dejected "what's your room like?" The answer generally was "small and pretty primitive." Bedrooms with baths or even telephones are hard to come by—mine had a piece of furniture the likes of which I have not seen for years, but it is in no way an antique. Skill and perseverance are needed to track down hotel bathrooms and toilets, and the plumbing generally is from another age.

Blackpool has not sufficient accommodation for so large a top level convention. The incredible thing is that some think it could stage an international film festival. I just can not believe that anyone with such ideas has attended Venice or Cannes. But people do actually come here of their own free will for vacations! It must be for the friendliness of the locals; the magnificent live shows with top stars; fine cinemas; and the fun fairs. Digressing, it is interesting that the ABC and Rank pursue their regular release policy throughout the summer and leave such road shows as "Mary Poppins," "Sound of Music," and "Lord Jim" to the independents, who are running them for the season.

Actually, the conference is bent more on business than pleasure, but the opening weekend was enlivened by the soft refreshments served by Lyons Maid's George Arnold and Stanley Van Gelderen, and a bevy of beauties in La Gala alternating with the hard stuff provided by Harry Adley of Pearl Dean, and Younger in "Harry's Bar." They are the traditional social centres where producer, distributor, exhibitor, and supplier are equally welcome. Every top distributor was present, and much of the strength of the British industry results from so many at all levels knowing each other and appreciating (perhaps only to a degree) the other's problems. This is a great help to the genuine and a deterrent to the upstart and the phoney. Indeed, the cynic can sit back and be amused, watching the latter's hospitality being readily consumed by those who are equally determined not to be impressed. Fortunately, most in this latter category left the industry long ago.

Ironically, distributors have grown wary of previewing films at CEA conventions. While some have not matched the lavish hospitality, many have been pretty well torn about by delegates. This year, most contended with brochures, novelties, and the like, while there was a goodly supply of candy from confectioners. Associated British invited all to their Morecambe and Wise live show at the ABC before the mayoral reception, and Paramount hosted a supper dance in honor of Joseph E. Levine—more about this, John Davis' address, and the main business sessions next week as they come after our press deadline. UA's Monty Morton did hold a morning show of Bob Hope's "I'll Take Sweden," but this was an afterthought. Originally, he planned to show some sequences from the latest James Bond, "Thunderball," but pressure at the studio to get it ready for autumn release and technical problems made this impossible. The pre-lunch cocktail party with plenty of 007's favorite poison—vodka, of course—went ahead, however.

The first official function was when the president elect, independent Tony Woods, who like The Beatles and other important younger personalities of the age comes from Liverpool, hosted an informal dinner to thank those who contributed to the entertainment and organizing of the convention. He was ably supported by his vice-chairman elect, that Welsh independent and humorist, Wyndham Lewis, who at long last has been persuaded to take office. Once again, the CEA's leadership is in good hands. For the first time, certainly since the war, the general council was closed to the press. Our presence is alleged to curb some, though I suspect it encourages others to make quotable but equally irrelevant statements! It was nice to get a break and have a less crowded view of the Lyons Maid hostesses serving coffee and ices.

The open forum with questions being asked of the executives—Robert Clark representing production; Percy Livingstone and Monty Morton, distribution; and Sir Tom O'Brien, the unions—was not particularly inspired. They covered "would the current confidence in the industry continue?"; co-production with European countries; "is there a need for quota to continue?"; "what would the panel like to see most in the industry other than better films?"; extended runs in city centres starving subsequent runs; and "should not more of the publicity money be allocated to the provinces instead of so much being spent in London?"

BEFORE LEAVING LONDON FOR BLACKPOOL, WHICH IS MAINLY REACHED by new motorway so that many had extravagant stories of their speed and how little time it had taken to cover the 240 miles, I had had a busy week. The annual Variety Club's ladies lunch at the Dorchester was graced by Her Royal Highness, The Duchess of Gloucester. . . . Tony Tenser and Michael Klinger premiered Compton's Roman Polanski's "Repulsion" at the Rialto and garnered one of the most outstanding presses in a long while. After a deliberate start, it packed punches which scared hell out of the women critics—and how they loved it! Catherine Deneuve, looking cool, clean, calm, and blondely serene in striking contrast to the demented girl in the film, flew over for a personal appearance. . . . Mike Havas took the unusual step of inviting all ABC managers who will be showing "The Hill" in the London area to bring their local critics to the national press show at the Empire. They obviously were delighted to have the privilege of seeing so controversial a picture before any press notices had appeared and were obviously most genuinely impressed with the potential of this MGM Seven Arts British picture. Here is a tough, classy picture with mass appeal. . . . A duel has been fought on radio! Otto Preminger, stung by Daily Express critic Leonard Mosley's suggestion that he flew the critics to Cannes to see "In Harm's Way" to flavor their reviews, came face to face in the Movie Go Round program, and some of the plainest speaking resulted. Time cut it short without a positive victor, but I suspect that relations will continue to be strained.



## BUFFALO

The new Young street drive-in, being constructed by Harry Berkson and Nat Dickman in Tonawanda, will open July 1. It will accommodate 1,000 cars. It is the area's first indoor-outdoor theatre, featuring an enclosed auditorium in front of a large refreshment center, which will have 120 lounge chairs and give one a comfortable view of the screen no matter what the weather. There is beautiful landscaping all around the outdoorer. Berkson and Dickman are partners in B&K distributors, operating an independent product exchange. . . . Sidney J. Cohen, president, New York Allied, will attend a meeting of the board of directors of the Will Rogers Hospital on June 17, 18, and 19. . . . Seymour Nusbaum, manager, Waring, Rochester, for the past seven months, has been named city manager for Kodak Town Theatres operated by Charles Martina, Albion, N. Y. Nusbaum at the same time has taken over the management of the downtown Regent, Martina's latest acquisition in Rochester. The three theatre Martina group also includes the Lyell. Succeeding Nusbaum as manager of the Waring is Dominick Marafioti, currently an employee of the Rochester Rehabilitation Center. Nusbaum is a 15-year veteran of exhibition in Rochester. . . . Sidney Cohen, N. Y. Allied head, announces the two newest members of the fast growing organization are Fred DeRado, Capitol, Binghamton, N. Y., and Ben Freedman, Sea Breeze Drive-In on the outskirts of Rochester. . . . A concert that probably was the last on the famous old RKO-Palace theatre organ before the theatre is torn down was presented. Demolition of the theatre, to make way for a new theatre and office building, is scheduled to begin in August. The concert was sponsored by the Rochester Theatre Organists Society, proceeds going to a fund for completing the restoration of the Palace organ and relocating it in Rochester. . . . A second franchise for operating a cable television service in Jamestown, N. Y., has been approved by the City Council. The Council has passed a 15-year franchise for Booth Broadcasting Co., Detroit. The Council last Feb. 8 approved a 15-year franchise for Jamestown Cablevision, Inc. The franchises are similar except Booth Broadcasting has offered to pay the city \$1000 the first year of operation and \$1750 the second year. Jamestown Cablevision will pay \$500 the first year and \$1250 the second. The two companies would pay the same amount thereafter, reaching a maximum of \$4500 or two percent of gross receipts, whichever is higher, starting with the fifth year. W. Park Catchpole, attorney for Jamestown Cablevision, urged the council to delay its decision. He called for an open meeting to discuss the proposed franchise and to determine whether it would be to the city's advantage to have the two cable television companies. Jamestown Cablevision expects to start operating by late summer. . . . Bausch & Lomb, Inc., developers of Cinema-Scope lenses, Rochester, which saw its overseas business increase 21 per cent last year from 1963, has said that a comparable gain is in the cards for 1965. The company has indicated that about 20 per cent of its "total sales involvement" is currently outside the U. S. . . . Lou Levitch, manager, Loew's Teck, announces that his theatre will put on daily matinees of "The Sound of Music" starting June 28. Levitch says that 15,000 parochial school students have been the attraction in special group parties since the picture opened March 31. Earl Hubbard, Sr., is doing a swell job in arranging special parties for the Teck.

. . . Rochester has suburban community theatre boom, and all the houses are in or near shopping plazas where there is a lot of free parking. The new Towne, operated by Jo-Mor Enterprises, Inc., in Henrietta, had a gala Hollywood-type opening with "Bus Riley Comes To Town" as the attraction. It seats 850. It is the first indoor theatre to be built south of the Genesee River since the Remy, now the Fine Arts. Loew's new theatre, the Pittsford in the town of the same name, now nearing completion opposite the shopping plaza in that community, is scheduled to open around the middle of July. The new Panorama, also a link in the Jo-Mor chain, is scheduled to open late this fall in Pennfield's Panorama Plaza, and there are rumors that at least one more theatre is on the drawing boards, to be added to the operations of a present Rochester operation. Add all these to the Stoneridge, which was opened last summer in the town of Greece and which is also a Jo-Mor house. There is only one hold-out to the suburban trend. A couple of years hence, there will be a new downtown theatre—the RKO Palace—which is to be built on the site of the present house and as an important part of a big new business building. The new Loew's theatre in Pittsford will seat more than 900. It replaces the big downtown theatre operated by Loew's for many years and now razed to make way for the mammoth new Xerox Tower. Lester Pollock was manager of the downtown Loew's for a decade or so. The Panorama, with 750 lounge seats, is going to be a deluxe small house, incorporating a number of new ideas in modern theatre building, with the opening set for the end of this year. This will be the newest Jo-Mor circuit house. This circuit is headed by John Martina and Morris Slotnick, with William Laney as general manager. Jay Golden, RKO district manager, predicts his

company's new Palace will have an early 1967 spring premiere. . . . Projectionists working in the Buffalo area's 10 drive-in theatres will receive their first paid vacations under a new two-year agreement negotiated between their employers and Local 233, Motion Picture Operators (AFL-CIO). The pact has been announced by Kenneth J. Kavanagh, union business representative. It covers approximately 30 employees and is now effective (since June 1). A projectionist's vacation pay will be figured on a percentage of his total earnings, Kavanagh explained. All other conditions and manpower provisions of the former theatre-union pact are contained in the new agreement, he said.

## CHICAGO

The Globe is presenting a series of opera films on Thursday nights. . . . Fathers and their children who wrote winning letters about them were guests of Universal at a private preview of "Shenandoah" at B and K's screening room. . . . Ross Hunter, producer of Universal's "Art of Love," having its premiere at the State Lake on June 23, will be honored by Chicago Exhibitors and Citizens at a luncheon "salute" on that date at the Pick-Congress Hotel. . . . Joseph Levine was in for a trade screening of Paramount's "Harlow" followed by a luncheon and a dinner for critics. . . . Sam Feller, superintendent, Warner Exchange, was in. . . . Clarence Lamon, owner, Granville Pictures, passed away. . . . Clark Theatre has booked 200 film classics for its summer film festival. . . . Randhurst Cinema, a 1,000-seat theatre in General Cinema Corporation operation, Mount Prospect, Ill., opens July 24. . . . The City of Evanston has revised a motion picture ordinance designed to eliminate ambiguities about censorship and regulate showing of adult films

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to those 17 years of age and over. . . . The Chicago branch of Women of the Motion Picture Industry held their first installation of officers at a dinner meeting at the Pick-Congress Hotel. The 1964-65 officers are Grace Blaney, Warners, president; Barbara Regan, Regan Films, first vice president; Elaine Korose, Abbott Theatre Equipment, second vice president; Lucille Russell, Kolhberg Theatres, recording secretary; and Jo Halik, Allied Theatres, treasurer. . . . Stanley Urbaniak has been named manager of Ellisberg Circuit's Rose-land. . . . Arthur Schoenstadt, well known theatre executive, became a grandfather.

## CINCINNATI

The Grand Theatre, operated for many years by RKO, has been leased to the Cincinnati Theatres by the owner, Charles Phelps Taft Memorial Fund, University of Cincinnati, effective Sept. 1. . . . E. C. Naegel who has spent his business career on Film Row as a salesman and booker, is formally announcing the E. C. Naegel Booking Service, 1436 Jamestown st., in the Price Hill area. The booking service had been operated for many years by the late Frank Weitzel. Naegel, associated with the service for several years, had assumed the management a number of months prior to Weitzel's death this past March. . . . Peter Palazzolo, vice-president, Cincinnati Theatres, and a developer of the Hyde Park Plaza shopping center, has been presented with a certificate of appreciation by Mayor Walton H. Bachrach from the National Recreation Association for his "outstanding contribution to recreation." Palazzolo has fulfilled a lifetime ambition in improving the Oakley Playground, which is adjacent to the shopping center, as a safe play-area for the city's youth. . . . Milton Gurian, AA manager, has returned to Film Row after a convalescence following recent surgery. . . . John Rothwell is new operator for the Family, Milford, O., formerly owned by John Vuotto. . . . UA managers, salesmen and bookers from exchanges in Detroit, Philadelphia, Washington, and Cincinnati, attended a two-day eastern division sales meeting here with James Velde, vice-president and general sales manager, presiding. Other UA executives present were Al Fitter, assistant general sales manager; Gene Tunick, eastern division sales manager; Al Fisher, advertising and exploitation; and J. K. Chapman, exchange operations. Jack Finberg, local UA manager, was arrangements chairman for the sessions, held in the Terrace Plaza.

## COLUMBUS, O.

Sue Ann Downey, 20-year-old Columbus coed at Ohio State University, who won the title of Miss U. S. A. at the national finals held at Miami Beach, has been offered a part in a forthcoming Troy Donahue film. Miss Downey also may appear with Lloyd Bridges in a segment of the new fall television series, "The Loner." . . . Joseph Campanella replaced screen, stage, and television actor Zachary Scott in the cast of the Kenley Players' production of "Mary, Mary." Scott is recovering after surgery. . . . Six finalists in the Miss Firefighter contest were selected in eliminations held at Loew's Ohio preceding the annual Firefighters' Ball. The six were Diana Cary, Ann Campbell, Joyce Hamilton, Dianna Schneider, Brigitte Steingraber, and Frances White. Manager Sam Shubouf arranged to present a victory trophy to the winner, sponsored by John Wayne, star of "In Harm's Way," which opens June 25 at the Ohio.



Talking things over at the world premiere of MGM's "Joy In The Morning" at the Carolina, Chapel Hill, N. C., are Carrington Smith, left, theatre manager, and Emery M. Austin, right, assistant director of advertising, publicity, and exploitation for MGM; the granddaughter of Betty Smith, who wrote the novel on which the film is based; and her fiancé.

## DALLAS

George B. Pratt has been named manager of Interstate's new Westwood in Richardson, which is scheduled to be opened on June 17. He is a 10 year veteran of Interstate Theatres in Dallas and Austin, starting in the summer of 1955 as an usher in the Majestic. He later served on the service staffs of the Lakewood and Palace in Dallas. In the fall of 1958, he entered the University of Texas in Austin and worked as chief of service at the Paramount there. In January, 1959, he became assistant manager of the Varsity in Austin, and in 1961 was named manager. In February, 1962, he entered the military service and returned in February, 1964, as manager of the Austin. The new Westwood is a \$350,000 structure with the latest developments in theatre conveniences and technical equipment. . . . Agnes Moorehead, who has appeared in 65 movies, including the current "Hush, Hush, Sweet Charlotte," is to be seen in "High Spirits," the opening summer musical at the Music Hall. . . . The road show engagement of "The Sound of Music," now in its 11th week at the Inwood, has established a record. The box office gross has already made the film one of the best reserved seat runs of any film in the city. . . . "The Sandpiper" with Richard Burton and Elizabeth Taylor will be the opening film for the new Dallas NorthPark Cinema I when the doors open on July 22. The Cinema II will also open on that date. Both theatres are owned by General Cinema Corp., with the Cinema I having a capacity of 1,250 seats and Cinema II having 800 seats. Richard Higgins, now with the circuit in Fort Worth, Tex., will be manager. . . . The Dallas engagement of the double bill featuring Sean Connery as James Bond, "Dr. No" and "From Russia With Love," is being topped only by the engagement in Chicago. The package was in its fourth week at the Majestic. . . . Rowley United Theatres reopened the new Heights with a redecorated interior, new glass front, remodeled concession stand, new screen, new lobby, and new lobby area. . . . Stephen Boyd, one of the stars of "Ghengis Khan," is scheduled to come to Dallas on June 17 for the American premiere of the film at the Palace. Two other stars are scheduled to be with Boyd when he comes here, possibly James Mason and Omar Sharif, who is seen in the title role. . . . Walter Jetton, Fort Worth, who has prepared and served barbecue frequently at President LBJ's Ranch, has been contracted by United Art-

ists to serve at the world premiere of "The Hallelujah Trail" in New York on June 30 at Loew's Capitol. . . . The Circle is now open daily for matinee and evening shows during the summer season. Normally, the Circle is only open in the evenings Monday through Friday, with matinee and evening showings on Saturday and Sunday. . . . The audience designation recommendations of the Texas Board of Motion Picture Review on the current motion pictures showing in Dallas will resume in the Dallas News. The listings were stopped several weeks ago when the board ceased rating films because the Dallas City Council passed the controversial film classification ordinance. The ordinance has been challenged in a federal court suit filed by movie exhibitors, and the board has decided to resume rating local films until such time as the suit has been decided. It was originally thought that the ordinance would go into effect immediately.

## DENVER

The former Orpheum has changed hands again. Announcement was made by Robert G. Sweeten, manager, that the house, presently known as the RKO International 70, has been leased by Beacon Enterprises of Hollywood, and will be converted to Cinerama starting July 1. Beacon Enterprises also operate the Towne, across the street from the newly acquired house. Work has already started remodeling the theatre by building a first floor projection booth. The house will close for two weeks for installation of a Cinerama type screen and testing of the new equipment. . . . Herschel Wheeler, Pace, Chadron, Nebr., is winning his battle against pneumonia and is out of the hospital recovering at home. . . . Columbia had a special invitational screening of "Ship Of Fools" at the New Century Screening room recently. . . . Commonwealth Theatres of Kansas City sold the Rialto, Loveland, Colo., to Vern Peterson. Peterson was with Commonwealth as a manager for many years and most recently was stationed in Loveland. . . . Men from the local United Artists office are back at the desks following a sales meeting held in Minneapolis. . . . Al Sorenson is no longer managing the Big Horn, Greybull, Wyo., and the theatre is now being handled by Lee Kunkle and Jack Kvale. . . . Sam Rosenthal, Bison, Buffalo, Wyo., is being hospitalized for another hand operation. . . . Norman Benz has completely remodeled the concession stand at his West Drive-In, Cody, Wyo. Benz has closed the Teton, Powell, Wyo., for the summer.

## DES MOINES

Lloyd Knode is manager of the Southeast 14th Street Drive-In, Des Moines, coming from the Waterloo Sky-view. The Central States drive-in at Waterloo will be handled by Dick Cobbler. . . . The theatre at Terril, Iowa, has been reopened with Roger Blunt, Milford, leasing the house and equipment from Adrian Kreiger. . . . The Jaycees at Rolfe, Ia., have purchased the Ritz from William Obrecht, owner for nearly 45 years. The civic group put on a campaign for financial contributions and now will take over the house before July 1. . . . Al Carmichael is manager of the Royal, and Mars Drive-In, Le Mars. . . . The Holland, Pella, has closed.

## DETROIT

Sol Krim, exhibitor recently turned automobile importer, arrived in Monte Carlo, Monaco, for the Grand Prix races. He leaves shortly for his home town, Detroit.



Five cities, of which this is one, were chosen for block-busting campaigns to launch the Joseph E. Levine-Paramount release of "Harlow." A full page was taken in the papers during the Electronovision "Harlow" run, followed by another preceding the opening by over a week here at the Michigan, June 25. Two days prior to that, readers were told there would be a 10 a.m. preview at which, after setting aside seats for theatre owners, there would be 3,300 available free to the public. To secure instructions how to obtain tickets, readers were told to listen to spots on WXYZ radio. Listeners were then instructed to write in names and addresses to the station, which, as long as the supply lasted, sent two to each writer. WXYZ radio (and tv) and United Detroit Theatres, which operates the Michigan, are both subsidiaries of ABC-Paramount. Levine will be on hand and at a trade luncheon following. . . . Opening night of "In Harm's Way" was exploited by starting the evening off with a parade which marched from Cobo Hall to the Adams. The military treatment for the Otto Preminger release was engendered by the fact that the premiere was sponsored by the U. S. Navy League Southeastern Michigan Council. Tickets were also made available to the public at three J. L. Hudson stores in as many parts of town, as well as at the Adams. . . . MGM's "The Sandpiper" and "The Cincinnati Kid" were both exposed to large trade screenings and were favorably received. Following "Cincinnati," district manager Lou Marks and branch manager Ed Susse played hosts at the Variety Club of Detroit, Tent 5, with canapes and cocktails. They too were favorably received. . . . Cinerama's Music Hall and Summit will reach for added business with the coming of the hot days. "The Greatest Story Ever Told" at the Music Hall will have daily matinees throughout the summer, while "Mediterranean Holiday" at the Summit will have bargain days Wednesdays during June. . . . Word from elsewhere indicates the Beatles' p.a. tour may not be as sold out as was their first. While this city is not included in the tour, there is indication that enthusiasm still rides high here, auguring well for their next movie in this area. The indication comes from the direction of the local Capitol distributor, who reports orders in advance of release for the new Beatles VI album are over 50,000 and rising, whereas the immediate supply is only 27,000. Last fall, the long hairers drew capacity 30,000 fans in a single day at the Olympia Stadium during the multiple movie run which racked up an outstanding gross.

## HOUSTON

Hollywood film star Ann-Margret was a visitor here to see her fiance, Roger Smith, who is appearing at the Continental Room of the Shamrock Hilton Hotel. . . . Funeral services were held here for W. Eddie Bremer, 79. He was a resident of Houston for 50 years and was a retired theatre manager. He had previously been manager of the Majestic, where he had maintained an office with the Interstate Theatres Circuit. Al Lever, city manager for Interstate, and Rose Vallone, manager of the Majestic, were among the pallbearers. Bremer is survived by a daughter, son, one sister, and two brothers, as well as eight grandchildren and four great-grandchildren. . . . Each Monday night is "Family Night" at the Airline D-I, with admission \$1 per car. . . . Youth shows have been instituted at the new Sharpstown each Saturday at 10 a.m. with selected screen programs. The concession stand is also open. . . . Film stars

Andy Prine and Sharon Hugneny were to appear at the John Robert Powers' Miss Houston Contest. . . . A group of Hollywood stars appeared for the Pin Oak Horse Show Midnight Breakfast. They included Gardner McKay, Chris Noel, Jim Mitchum, Linda Rogers, Eileen O'Neill, Phyliss Davis, and Cathy Kersh. . . . James Stewart took time out during his visit for the premiere of "Shenandoah" to turn the first spade of dirt for the new Interstate Clear Lake City Theatre. . . . John Vestal, producer with Producer Circle Associates, was in Houston from Hollywood to look over sites for possible locations for two western films the company is planning to make in the fall. Vestal is to visit in the San Antonio area for possible locations also. . . . R. K. Franklin, president, Rolo Manufacturing Co., appeared in about 15 movies in Hollywood during the mid-1930s. Miss Janice Kinnard, Abilene, Tex., was named "Miss Shenandoah" from among the 15 Shenandoah Belles here for the premiere of the film. She presented flowers to Mrs. James Stewart on her arrival at the airport. Each of the Belles wore an ante-bellum costume and special wigs to transport the viewer to Civil War days. . . . James Stewart, other stars of "Shenandoah," and director Andrew V. McLaglen were made honorary Texans by official decree of Gov. John Connally and presented with Texas hats. The stars were taken on a tour of NASA, and Stewart was permitted to enter the control room due to his rank as a Brigadier General in the Air Force Reserve and by special arrangements with the Pentagon. The stars were also taken to the domed stadium. Raymond Willie and Conrad Brady, Interstate home office in Dallas, were here for the premiere. Prior to the premiere, a band played outside the Majestic, and Mayor Louie Welch of Houston was on hand.

## JACKSONVILLE

Jody McCrea, second-generation actor whose parents are Frances Dee and Joel McCrea, came in for personal appearances in connection with his latest, "Beach Blanket Bingo." Also here to guide McCrea on a Florida tour was publicist Johnny Kay, St. Petersburg. Charley King, local AIP manager, hosted a luncheon at the Thunderbird Restaurant in honor of McCrea. Guests included newspaper film writers Judge May and William V. Means, II. Jacksonville Journal feature writer Ray Knight was also on hand and came through with an entertaining column titled "The Story of GI Jody." Guests from Florida State Theatres included Tom Sawyer, Vernon Carr, Vivian Ganas, and John Harlan. . . . Bill Harris has renewed his lease on the No. 90 Drive-In, Baldwin, for another year. He is now doing his own buying and booking. . . . Oliver Matthews, Universal office manager and head booker, returned from a fishing vacation at Plantation key where his main feat consisted of catching a 73-pound jewfish on a 20-pound test line. . . . Harry Goldstein, Allied Artists exploiteer from Miami, visited here for an advance promotional campaign on "Tickle Me," the latest Elvis Presley film. . . . Donald R. Stevenson has acquired the Gulf, Venice, which was formerly operated by Fred Douglas. . . . Edith Graft's Groveland, Groveland, formerly booked by the Tomlinson Co., is now being booked by Roy Bang. . . . Lenard Solomon and Herb Kaplan have taken over the booking and buying for their Plantation, Ft. Lauderdale, formerly booked by the Pozin and Lightstone booking agency. . . . Cliff King, manager, FST's Polk, Lakeland, revealed that two of his staff members will

become June brides. Joyce Ramey, concession attendant, will wed Donald Benson, Jr., and Shirley Hood, cashier, will be married to Max Faught. . . . Foster Hawthorne, manager, Capitol, Clearwater, and Mrs. Hawthorne returned from Newberry, S. C., where they picked up their daughter Lynn, who completed her freshman year at Newberry College. . . . Frank Bell, manager, Arcade, Ft. Myers, and Mrs. Bell visited his mother in Hot Springs, Ark., and then went to his son's graduation from the University of Arizona, Phoenix. . . . O. G. Finley, manager, Florida, Tampa, attended the recent graduation of his son from the University of South Florida at Tampa. . . . John Nelson, former police officer in Kalamazoo, Mich., is now Don Holcomb's assistant at the Palace, Tampa.

## NEW HAVEN-HARTFORD

Recently announced cooperative theatre venture by Bernie Menschell and United Artists Theatre Circuit, Inc., New York, for two Connecticut towns—Manchester and West Hartford—is now being extended to include Hartford itself. Construction is under way on a 1,000-seat theatre in the Manchester Shopping Parkade; the West Hartford and Hartford sites are yet to be disclosed. . . . The Adorno Palace, Middletown, started a new Saturday matinee serial, "The Lost Planes." . . . Bob Tirrell, Hartford district manager for Lockwood and Gordon Theatres, went along with other businessmen in sponsorship of a full page cooperative ad in the Torrington Register citing local Little League Baseball. L&G operates the Torrington and Sky-Vue Drive-Ins, Torrington. . . . Paul Tolis, Tolis Theatres, and daughter Katherine got back from a Louisville, Ky., stay. . . . Hartford visitors were Arnold Van Leer, UA field exploitation force, conferring with Manie Friedman, L&G Hartford resident manager, on upcoming Cinerama Theatre premiere of "The Greatest Story Ever Told," and James M. Totman, zone manager, Stanley Warner Theatres. . . . Franklin E. Ferguson, general manager, Bailey Theatres, New Haven, used a variation on the highly successful "Don't Go Near the Water" ad campaign for same distributor's "The Rounders," playing the circuit's Westville and Whitney, plus the Post Drive-In: "If you remember 'Don't Go Near the Water' . . . Here's the Star and the All New Howling Story—We Call It, 'Don't Go Near the Horses'—Also Titled 'The Rounders'!" . . . General Cinema's Milford Cinema is running a shoppers bargain matinee on Tuesdays and Thursdays, charging only 50 cents admission from 12:30 to 2:30 p.m. . . . Stanley Warner's Cinemart, Hamden, premiering 20th-Fox's "The Sound of Music" June 23, will turn over opening night proceeds to the New Haven Register Fresh Air Fund. Admission is three dollars. . . . In Dover, N. H., independent theatre owner Lloyd H. Bridgham has acquired the Strand from ABC (American Broadcasting Companies) New England Theatres, Inc., division for an undisclosed sum. Bridgham will also continue operation of the Uptown, Dover. . . . The suburban Farmington, Conn., Town Plan and Zoning Commission has approved application of E. W. Loew and Hector Frascadore to build a 1,000-seat motion picture theatre on Loew-Frascadore owned land adjacent to the Loew-Frascadore jointly owned-and-operated Farmington Drive-In on Route 6. The Farmington project is second such indoor theatre planned by E. M. Loew for Connecticut; a 1,000-seat house has been announced for land adjacent to the E. M. Loew Norwich-New London Drive-In, Montville, midway between Norwich and New London. . . . Paul



L. McNamara, 16-year-old son of Ray McNamara, Hartford resident theatre manager for ABC (American Broadcasting Companies), and Mrs. McNamara, has been elected president of the Greater Hartford Junior Achievement Association, which is comprised of 800 young people.

## NEW ORLEANS

Warner's "My Fair Lady" continues to be fantastic business-wise in its sixth month at the Saenger with no inkling of its departure. . . . Dominick Ollister has taken an indefinite leave from his managerial duties at U.T.'s Carrollton. Clifton St. Germain was moved over from the manager's post at the Tower in Gretna to fill the post and Jimmy Stewart, who worked as an apprentice under St. Germain, was elevated to manager of the Tower. . . . The National at 5936 Magazine Street has been rechristened the Plaza Art and will feature an art policy starting with "Circle Of Love" and followed by "Zorba The Greek." Robert Woodford is the new manager for Art Theatre Guild who acquired the house from United Theatres. . . . Mrs. Agnes Schindler, Masterpiece Pictures exchange, was away from work for a week nursing an injured finger. . . . Frank Glick closed the Morton, Miss., theatre for remodeling and refurbishing. . . . WOMPI president Helen Bila, Paramount Gulf Theatres secretary, and her sister was on a mo-



Claude Schlanger, company president and general manager, addresses the pre-summer managers' meeting of Budco Theatres, Philadelphia, and announces a bonus profit-sharing plan for all managerial personnel. Schlanger said the circuit will soon encompass 30 theatres and drive-ins.

tor tour to Mexico. . . . Tom Neely, Sr., manager, National Theatre Supply, reported the sale of theatre equipment to Joy N. Houck and Jack Pope for their Cinema East Gate theatre, Monroe, La., scheduled to open June 15. . . . Frances Griffin, Paramount Pictures, was in West Jefferson Hospital. . . . Director Andrew McLaglen was in to help promote U's "Shenandoah," booked for the Saenger in mid-August. . . . The local WOMPI were looking forward to a visit from Nola Gates and Elva McMahon, Wests Theatre, Adelaide, South Australia, who were due in on July 10 on a vacation tour of the U.S. with stops in many cities that have WOMPI clubs. They want to obtain knowledge on how to organize a club and hope to interest fellow workers of the industry in their city when they return home. They will be guests of honor at the WOMPI party being planned by Shirley Eagan at her family's summer home in Manderville, La., and will also be taken on a sight-seeing tour of New Orleans.

## PHILADELPHIA

The MGM exchange will move to the Fox Theatre Building on July 1. . . . D. R. Hicks, Paramount branch manager, announced that Joseph E. Levine was flying into town with the first completed print of Carroll Baker in "Harlow" on June 22 and that a special trade screening of the film will be held at the SW Stanton at 10:00 A.M. on that date, followed by a luncheon at the Embassy Room of the Warwick Hotel at which Levine will outline the all-media campaign planned for the film. . . . Bill Kanefsky has been named manager of the SW Stanton with veteran Al Plough moving to the SW Center. . . . Joan Crawford attended the annual stockholders meeting of the Pepsi-Cola Company in Wilmington, Delaware. She was not a candidate for reelection to the board of directors of which she had been a member since the death in 1959 of her husband, A. N. Steele, then chairman of the board. . . . The Iris is closed and the property is reported sold for commercial uses. . . . The cashier of the Capital, 52nd Street, was held up and robbed of \$85. . . . Jerry Wolman, owner, Eagles, professional football team, has leased the former MGM exchange building on 13th Street for offices and a film lab. . . . In a tie-up with radio station WIP, 1,000 free tickets to the preview of Paramount's "Harlow," SW Stanton, were issued to the public. . . . Jack Howard held the grand opening of his Arcade Music Center and record shop at 2753 Kensington Avenue and had WFIL-TV star Sally Starr on hand in person. . . . Variety Club Tent 13

will hold a Hank Friedman Honky Tonk Luncheon in the clubrooms of the Bellevue-Stratford Hotel on June 25. . . . In town were Bobbie Shaw, Jo Collins and Mike Nader on American International Pictures' "Starburst of Youth" tour. They appeared at Wanamaker's in connection with the area opening of AIP's "Ski Party." Also in town and also at Wanamaker's were Joe Flynn and Tim Conway in connection with Universal's "McHale's Navy Joins The Air Force." . . . It was reported that Westinghouse was interested in leasing the long closed Viking for a radio studio.

The National Labor Relations Board, Washington, D. C., ordered Local 307, IATSE, to reinstate projectionist Velio Iacubucci, Lansdowne Theatre, who was dismissed from the union because he had advised another projectionist to bring unfair labor charges against the union. The trial examiner said that the union in dismissing Iacubucci was itself guilty of an unfair labor practice. . . . William Mansell, branch manager, Warners exchange, who has been local chairman of the Will Rogers Hospital drive for quite a few years, joined other industryites in the annual trek to the Saranac Lake, N. Y., institution last week. . . . MGM Branch Manager Sid Eckman spent a week's vacation in the Boston area. . . . Sammy Venus is now assistant manager of Milgram's Fox.

## ST. LOUIS

Nadine Mulkey has joined Wehrenberg Theatres in the accounting department, replacing Ann Schwinke, resigned. . . . Wehrenberg Theatres now has the Sky-Vue Drive-In, DeSoto, Mo., and King-Cal Drive-In open full time. They were previously open weekends. . . . Arthur Hayden, manager, South Twin Drive-In, has resigned to join Mid-America Theatres here. Frank Burke, former concession manager, 66 Park-In, is now managing the South Twin Drive-In. . . . Kay Schneider is the new booker at National Screen Service. . . . Al Tanner, counterman at National Theatre Supply, is the proud daddy of a baby boy. . . . The Baden on North Broadway has closed after 43 years of operation. . . . The Victory on Easton Avenue is reopening after being closed for five years.

## SALT LAKE CITY

"Is a drive-in theatre liable when a patron is attacked and injured by other patrons?" This is the question asked in a suit filed in U.S. District Court for Utah by James A. Darger, who is seeking \$1,500,000 in damages from Sero Amusement Company, doing business as Highland Drive-In Theatre, 3670 Highland Drive, Salt Lake City. Darger claims he was attacked and seriously injured by several assailants in the drive-in on July 11, 1964, with the complaint alleging the drive-in failed to make its premises safe for patrons.

## SAN ANTONIO

Gene T. Cole has been named city manager of the nine Gulf State Theatres Of Texas, Inc., drive-ins here, replacing Roy Moore, Jr., who is still associated with the company but is not active due to illness. Cole has been with the circuit, which is operating seven drive-ins here currently, since March, and was for two and a half years with the Interstate Theatre Circuit in Amarillo, Tex. . . . Handy-Army Food Stores are making available for all youngsters a 25 cent discount ticket good for the showing of "Taffy and the Jungle Hunter" at the suburban Olmos.

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SECTION TWO

Vol. 73 No. 22

JUNE 23, 1965

## ALLIED ARTISTS

### Mara Of The Wilderness

DRAMA  
90M

Allied Artists  
(Color)

**ESTIMATE:** Outdoor adventure is okay family, program entry.

**CAST:** Adam West, Linda Saunders, Theo Marcuse, Denver Pyle, Sean McClory, Eve Brent, Roberto Contreras. Produced by Brice Mack; Lindsley Parsons, executive producer; directed by Frank McDonald.

**STORY:** Linda Saunders, who has lived alone in the wilderness of Alaska for 12 years in the company of white wolves since her parents were killed by a huge bear, is found by Adam West, U. S. Wild Life Service anthropologist assigned to the Alaskan high-country patrol. About the same time, Theo Marcuse, brutal hunter, and his Indian helper, Roberto Contreras, get on her trail and hope to track her down as a creature for freak shows. West battles with Marcuse over his illegal trapping and is left to die in a steel trap. Saunders rescues him; but is later trapped by Marcuse in a cabin. A wolf pack besieges Marcuse in an effort to help Saunders. West summons help by radio. Marcuse is arrested, and Saunders is convinced by West that humans are her friends.

**X-RAY:** This outdoor adventure has been given okay color production and should nicely fill the bill as part of the family program. There is nothing particularly new about it, but the shots of the great outdoors furnish fine backgrounds for the slight screenplay by Tom Blackburn. There is also plenty of action for fans who like their entertainment to move fast. The cast is competent although of light marquee strength, and Adam West is a ranking television name. Linda Saunders, beauty contest winner in brief animal-skin garb, displays her charms adequately, including the inevitable nude bathing sequence. Theo Marcuse plays the villain with a Teutonic accent. The location shooting was in Alaska and Deschutes National Forest. The white wolves and other animals are okay.

**AD LINES:** "A Child Of Nature—Reared By Wolves"; "Thrilling Adventure Of The Alaskan Wild."

### Tickle Me

(6509)

MUSICAL  
90M.

Allied Artists  
(Panavision)  
(DeLuxe Color)

**ESTIMATE:** Loads of songs and gals brighten Presley starrer.

**CAST:** Elvis Presley, Jocelyn Lane, Julie Adams, Jack Mullaney, Merry Anders, Connie Gilchrist, Edward Faulkner, Bill Williams, Louis Elias, John Dennis, Laurie Burton. Produced by Ben Schwab; directed by Norman Taurog.

**STORY:** Rodeo star Elvis Presley takes a job on Julie Adams' health resort for overfed gals to stake himself for the next rodeo season. His good looks and songs have all the gals competing for his attentions, but he is attracted to physical instructress Jocelyn Lane, who won't give him a tumble. Lane has a map left her by her grandfather and supposedly pointing the way to a fabulous treasure. There are evil men about who want the map as well. Several attempts are made to kidnap Lane, but Presley is always there to rescue her. They head for a ghost town to search for the treasure. Presley, Lane, and buddy Jack Mullaney are forced to take cover in a creaky old hotel during a storm. It has been turned into a western wax museum. Wax dummies and live villains frighten the threesome, but justice triumphs. The treasure is found; sheriff Bill Williams is unmasked as the villain; and Presley and Lane find real love.

**X-RAY:** The story is formula stuff all the way, but it has been colorfully decorated and should be eminently palatable for Presley's fans. He has a cute and well built new leading lady in Jocelyn Lane, as well as a bevy of other beauties. Presley regales them with one song after another, and that will please his fans as well. The flimsy screen play has its cute moments, and succeeds in generating a few chills during the comic climax in a western haunted house. General audiences should find it to their liking as it mixes proven ingredients with good humor. It's summerweight fun, and a lot of filmgoers ask nothing more. Story and screenplay by Elwood Ullman and Edward Bernds.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "Elvis Mixes Action, Romance, And Songs In A Merry Mystery Musical"; "Fun On A Health Ranch With The Swinginest Cowboy Of Them All . . . Ride 'Em, Elvis."

## AMERICAN-INT.

### Ski Party

(6508)

MUSICAL COMEDY  
90M.

AIP  
(Panavision)  
(Pathecolor)

**ESTIMATE:** Another gem for teen-agers.

**CAST:** Frankie Avalon, Dwayne Hickman, Deborah Walley, Yvonne Craig, Robert Q. Lewis, Bobbi Shaw, Aron Kincaid, Steve Rogers, Mike Nader, John Boyer, Ronnie Dayton, Bill Sampson, Patti Chandler, Salli Sachse, Mikki Jamison, Mary Hughes, Luree Holmes, The Hondells, James Brown And The Famous Flames, and Lesley Gore. Produced by Gene Corman; directed by Alan Rafkin.

**STORY:** Frankie Avalon and Dwayne Hickman are all-around athletes in college, but they can't seem to make out with the girls as does Aron Kincaid, who has to fight them off. The pair go along when Kincaid and a group of girls go on a skiing vacation at Sun

Valley. They masquerade as girls to get some hints as to what they should and shouldn't do. Robert Q. Lewis is the confused desk clerk at their hotel. Kincaid is taken in by their masquerade and makes a play for them, especially intrigued since they are not running after him. When things come to a head, the boys head back to Los Angeles pursued by Kincaid. They finally get together with Deborah Walley and Yvonne Craig while sending Kincaid on a wild goose chase.

**X-RAY:** Teenagers especially should appreciate this comic entry with plenty of the music of the day, as well as appearances of some of the stars they're familiar with. The story is nonsensical and should not be taken seriously; performances are okay; and direction and production are average. It should do well as part of the show. There are a couple of tunes that should become hits. The use of color is an added asset, and helps make the entry a more impressive one. Robert Kaufman wrote the screenplay.

**AD LINES:** "The Wildest Ski Party Ever Is The Most Fun Ever"; "Fun For All With Plenty of Music, Gay Romance, And Action."

### War-Gods Of The Deep

(6504)

MELODRAMA  
85M.

AIP  
(Colorscope)  
(Filmed in England)

**ESTIMATE:** Good programmer.

**CAST:** Vincent Price, Tab Hunter, Susan Hart, David Tomlinson, John Le Mesurier, Henry Oscar, Derek Newark, Roy Patrick, Anthony Selby, Michael Heyland, Steven Brooke, William Hurndell, Jim Spearman, Dennis Blake. Executive producer, George Willoughby; produced by Daniel Haller; directed by Jacques Tourneur.

**STORY:** When a body is washed ashore on the Cornish coast near a castle inherited by American Susan Hart, another American, Tab Hunter, an engineer, arrives to tell her of the find. He meets eccentric artist David Tomlinson there, and together they investigate a number of mysterious happenings involving secret passages, etc. Hart disappears, and the two men follow her trail through the passages which lead them to an undersea chamber inhabited by Vincent Price, ruler of an undersea colony, whose inhabitants are more than a hundred years old but don't show their age unless they come to the surface. Their existence is threatened by an underwater volcano, which Price has been seeking to control. When he saw a drawing of Hart, it reminded him of his dead wife, and he ordered her kidnapped by gillmen, who live in the water. With the help of John Le Mesurier, they are shown a way to escape from the mad Price, and they elude the pursuing gillmen. They reach the surface as the volcano explodes, killing all who remained below.

**X-RAY:** Action, suspense, and the mysterious are featured here, and interest is well maintained throughout, making it a quite suitable entry for the program. The use of color assists in getting the story across, aided by good performances and smart direction



and production. The screenplay is by Charles Bennett and Louis M. Heyward.

AD LINES: "They Dared The Most Fantastic Journey That Has Ever Challenged Imagination"; "A Fantastic Journey To A Lost Empire 1,000 Fathoms Beneath The Sea."

## EMBASSY

### The Bounty Killer

WESTERN  
92M.

Embassy  
(Techniscope)  
(Technicolor)

ESTIMATE: Okay western for program.

CAST: Dan Duryea, Rod Cameron, Audrey Dalton, Richard Arlen, Buster Crabbe, Fuzzy Knight, Johnny Mack Brown, Bob Steele, Bronco Billy Anderson. Produced by Alex Gordon; directed by Spencer G. Bennet.

STORY: Dan Duryea, mild easterner, arrives in a western town and is beaten for sitting down and talking with saloon girl Audrey Dalton. Gunman Rod Cameron steps in and kills Duryea's tormentor after forcing him to draw. Duryea is amazed at how life can be taken so easily. He gets a job with a transport company and is assigned to help Fuzzy Knight take a payroll out to the mines. They are ambushed, but Duryea kills one of the outlaws when Knight's life is threatened. They find that they are eligible to collect a reward on the dead outlaw. Duryea and Knight decide to become bounty hunters to make some money quickly. They try to bring their outlaws in alive if possible. They capture wanted Buster Crabbe, but his gang follows them and kills Knight, also wounding Duryea. The latter is left for dead but is found by rancher Richard Arlen, Dalton's father, and is nursed back to health by the latter, with whom he is in love. Duryea also takes the time to cut down a shotgun to holster size. He goes after other outlaws, becoming famous for the trail of dead outlaws he leaves behind. He becomes a lonely and bitter man and accidentally kills an innocent man. Now he, too, is wanted by the law. He escapes to ask Dalton to go with him across the border over Arlen's objections. When they rest, Duryea is killed by another bounty hunter after the money now on his head.

X-RAY: What makes this western a bit different from others is the "recall" value of the cast for viewers. They'll find many a name that has graced the screen in westerns over the years, and they'll also find competent performances, a more or less static story, serviceable direction and production, and color to brighten things. All-in-all, it should serve as part of the program in adequate fashion. The screenplay is by R. Alexander and Leo Gordon.

AD LINES: "How A Mild Easterner Became A Killer-Bounty Hunter"; "An Action-Packed Western With A Cast Of Top Western Stars."

## PARAMOUNT

### The Family Jewels

COMEDY  
100M.

Paramount  
(Technicolor)

ESTIMATE: Typical Lewis zaniness strictly for his fans.

CAST: Jerry Lewis, Sebastian Cabot, Donna Butterworth, John Lawrence, Francine York, John Hubbard, Michael Ross, John Macchia, Douglas Deane, Maurice Kelly. Produced and directed by Jerry Lewis; written by Jerry Lewis and Bill Richmond.

STORY: Donna Butterworth is orphaned at nine and left a fortune of \$30,000,000. Under terms of the will, she must pick a new father

from among her six uncles. Aided by her kind-hearted chauffeur and bodyguard, Jerry Lewis, she visits each of them (they are all played by Jerry Lewis). They include an old sea captain, a circus clown, an airline pilot, a fashion photographer, a private detective, and a gangster. The latter finally kidnaps the youngster, but she is rescued by her faithful chauffeur, whom she really prefers as her new father. After much confusion, she winds up with the right Lewis.

X-RAY: This is typical Jerry Lewis zaniness, with the popular comedian portraying a gallery of nutty types. He is aided by little Miss Butterworth, who is very cute and quite talented. Lewis has a large group of fans, and his pictures always return a profit. There is no reason to assume that this one will be any different at the boxoffice although the formula is wearing a bit thin, to put it mildly. Many of the gags just don't come off, and there are some slow stretches that tighter editing could have improved considerably. Several sequences are stretched past the point of maximum laugh returns, although those who are partial to Lewis' brand of humor probably won't agree. One nice thing about these Lewis comedies is that there are always many comedy greats of yesteryear in small parts. It's fun identifying them. The story as usual is just a slight peg on which to hang the sight gags. Color is good. It shapes up as another one strictly for Jerry's fans although one can't help feeling that this talented comedian would be better off if he weren't his own writer-producer-director.

AD LINES: "Jerry In Seven Hilarious Gems Of Characterization As He Helps A Real Doll With 30 Million Dollars Find A Real Dad Among The Family Jewels"; "Jerry Lewis—Seven Times Nuttier Than Ever Before."

## UNITED ARTISTS

### The Hallelujah Trail

COMEDY  
156M. plus  
intermission

United Artists  
(Mirisch)  
(Cinerama)  
(Technicolor)

ESTIMATE: The west at its wildest makes for an unusual comic entry.

CAST: Burt Lancaster, Lee Remick, Jim Hutton, Pamela Tiffin, Donald Pleasance, Brian Keith, Martin Landau, John Anderson, Tom Stern, Robert J. Wilke, Jerry Gatlin, Larry Duran, James Burk, Dub Taylor. Produced and directed by John Sturges.

STORY: The city of Denver in 1867 is in trouble. No whiskey has arrived in some time, and supplies are low. With winter threatening to close the trails, the miners and others are panicky. A meeting is called, and oracle Donald Pleasance is consulted. He suggests that the saloon owners order a huge shipment which should just about reach them in time. Forty wagon loads are ordered from whiskey maker Brian Keith. Teetotaling editor Whit Bissell alerts temperance leader Lee Remick. Sioux Indian chieftains learn of the shipment and also pledge to keep an eye out. Cavalry Colonel Burt Lancaster is assigned to provide protection after he returns to his fort to find Remick holding a temperance rally. His daughter, Pamela Tiffin, sweet-talked boy friend, Captain Jim Hutton into allowing same. Remick and her crusading women march off to intercept the whiskey train, and Hutton is sent to keep an eye on them. Lancaster and men accompany the wagon train. The miners of Denver set out to meet and escort the wagon train. The Irish teamsters decide to strike or at least slow things down. The Indians attack as a dust storm comes up suddenly, and confusion reigns supreme. No one is shot. Lancaster orders negotiations with the Indians, and

Remick holds a temperance meeting with the Indians. The latter take them prisoner and demand whiskey in exchange. The wagons contain champagne, and there is more confusion as well as drunken Indians. The wagons are detoured but wind up in quicksand, sinking out of sight. Lancaster and Remick decide to get married, as do Hutton and Tiffin. Pleasance and Keith camp near where the wagons went down, hoping that some day they will return. They do eventually.

X-RAY: A shortage of whiskey creates a variety of situations, some of which are very funny and some not so funny. The whole tale is told in great detail in this overly-lengthy look-back at a portion of western history which could have existed. There is much to entertain many here, but whether the many are going to be willing to pay road-show prices remains to be seen. Actually, there doesn't seem to be that much story to warrant the lengthy running time. Performances are capable, and direction and production are efficient. A number of cute twists are imaginative. Audiences will probably like what they see with the youngsters appreciating some of the slapstick best. Color helps, and scenery is wonderful. The screenplay is by John Gay, based on the novel by Bill Gulick.

TIPS ON BIDDING: Higher bracket.

AD LINES: "Great Fun For All The Family"; "The West At Its Entertainingest Best."

### What's New Pussycat?

COMEDY  
108M.

United Artists  
(Feldman)  
(Color By DeLuxe)  
(Filmed Abroad)

ESTIMATE: Wacky comedy has angles to sell.

CAST: Peter Sellers, Peter O'Toole, Romy Schneider, Capucine, Paula Prentiss, Woody Allen, Ursula Andress, Edra Gale, Catherine Schaaque, Jess Hahn, Eleanor Hirt, Nicole Karen. Produced by Charles K. Feldman; directed by Clive Donner.

STORY: Peter O'Toole, fashion magazine editor in Paris, has always been able to attract women without too much effort. The girls represent problems which he confides in psychiatrist Peter Sellers, who has a mountainous yen for girls and a king-sized wife, Edra Gale, who would spoil his romantic adventures were he lucky enough to have any. O'Toole's fiancée, Romy Schneider, wants them to get married, but he is reluctant as he hasn't gotten all of the fun out of his system yet. His buddy, Woody Allen, would like to be attractive to girls, but few pay attention to him even though he works as an undresser for strippers at a cafe. Schneider wants to give her parents the news of their marriage when they arrive for a visit. When O'Toole refuses, she tells him they should stop seeing each other. He has some experiences with such willing sex-pots as Paula Prentiss, Capucine, Ursula Andress, and others, after which he finds that he really loves Schneider and proposes marriage.

X-RAY: A talented and famous cast has been assembled here to entertain in a wild and wacky manner as dictated by a fun-filled and raucous story dedicated and devoted to sex and the complications between men and women. It's a mite on the long side, but there are plenty of laughs and nonsensical situations, as well as a rapid pace. Adult audiences should be amused and generally pleased at the on-screen result. There are "names" to sell, color, gay Paree, gorgeous gals, scenes that are fast and furious, etc. Performances are unusual, and direction and production are capable. The original screenplay is by Woody Allen.

TIP ON BIDDING: Higher bracket in some situations.

AD LINES: "Everybody Will Roar When The Question Is Asked—What's New Pussycat?"; "Adult Madness That's Fast, Furious, And Funny."



## FOREIGN

### Eva

Times  
(Filmed abroad)

DRAMA  
115M

ESTIMATES Fairly interesting entry.

CAST: Jeanne Moreau, Stanley Baker, Virna Lisi, Nona Medici, Francesco Rissone, James Villiers, Giorgio Albertazzi. Directed by Joseph Losey; a Robert and Raymond Hakim Production.

STORY: Stanley Baker, whose book has been made into a hit Italian film, returns home after celebrating. He finds that a heavy rain-storm has forced Jeanne Moreau and her boy friend for the weekend to break in to seek shelter in his home on one of the canals of Venice. He throws her friend out and tries to force romance on her, but she knocks him out and leaves when the storm is over. Baker is fascinated and traces her to Rome, where he sees her again. Again, she refuses to give into him. Producer Giorgio Albertazzi tries to warn Baker against hurting his fiancée, Virna Lisi, who is also Albertazzi's assistant, but Moreau holds a certain attraction for him that can't be overcome. Baker pays for a weekend of gambling in Venice, and during this time, he confesses that he didn't really write the book on which the film was based but that he put his name on the work after his brother died. He and Lisi get married and are happy until Lisi is called out of town. Baker is drawn to Moreau again. Lisi returns to find them in the apartment. Distraught, she rides her boat into a fatal crash. After this, Baker is willing to do anything to remain near Moreau, but she ignores him much of the time.

X-RAY: Capable players take part in this charade that shows how deeply a man can be involved with a woman who isn't any good. It's not exactly a new plot, but it serves to hold interest. A bit of shortening might have helped even more. Direction and production are adequate, with the Venice backgrounds helpful. Art house attendees figure to be most impressed. The screenplay is by Hugh Butler and Evan Jones, based on the novel by James Hadley Chase. A couple of Bille Holliday records are heard in the unreeling.

AD LINES: "She Offered Him A Weekend But He Was Trapped For Life"; "Her Love Meant Everything To Him . . . But Nothing To Her."

### Go-Go Big Beat

Eldorado  
(English-made)  
(Eastman-Color)

MUSICAL  
82M

ESTIMATE: Musical mish-mash strictly for the teen set.

CAST: Millie Small, The Animals, Lulu and The Luvvers, The Four Pennies, The Applejacks, The Merseybeats, The Hollies, The Wackers, The Cockneys, Brian Poole and The Tremeloes, The Migil 5, The Swinging Blue Jeans, The Tornados, The Western Theatre Ballet Company, and The Cheynes. Produced and directed by Kenneth Hume.

CONTENT: All of the aforementioned are trapped in echo chambers of varying sizes, and each is good for a couple of numbers introduced by emcees. The final reel is devoted to a ballet of sorts entitled "Mods And Rockers" after the teenage characters who are part of the English way of life these days. The Mods are stylishly dressed to the eyeballs while the Rockers go for black jackets, boots, and motorcycles.

X-RAY: Undoubtedly, teenagers will recognize the aforementioned line-up as a who's who of the modern musical field. As for adults, ho-hum, that's another story. The music will all sound the same to them with only changes in costumes and hair lengths making a difference and distinguishing one

number from another. It's a noisy bit of froth that could garner youthful attention and attendance once the selling is done properly. There are some competent touches in the presentations and in the camerawork. Teens will dig the length as for adults—help.

AD LINES: "The Swinginest Musical Of 'Em All"; Everybody Screams At This Top Line-up Of Swingin' Talent . . . It's The Most."

### The New Angels

DOCUMENTARY DRAMA  
94M.

Promenade Films  
Italian-made)  
(English titles)

ESTIMATE: Interesting entry for art spots.

CREDITS: Screenplay by Mino Guerrini and Ugo Gregoretti, based on a collection of stories, "The 20-Year Olds Are Not Madmen," by Guerrini; produced by Alfredo Rini; directed by Ugo Gregoretti.

STORY: A group of moral young men interrupt the lovemaking of a couple in a car and strip and paint the girl with red paint. In the south of Italy, morals are so strict in a village that boys dance with boys and gain some sexual experience only when unappealing prostitutes sneak into town to peddle their wares. When a marriage is desired, the youngsters have nothing to do with it. Instead, matches are arranged by the families, and they are not left alone until after the wedding. In Naples, young aristocrats go yachting with girls from the working classes whom they hope to seduce but never marry. In the Chianti country, younger family members leave the farms to work in the cities, and the land becomes wasted. They even persuade the parents to abandon their farms and come to the city. A young married laborer wants to enter a modern factory but faces stiff competition from other youths for the few jobs. He winds up floundering through some psychiatric tests. In a giant car factory in Milan, there is friction between the white collar workers and the laborers until management recognizes the needs and desires of the latter and creates a special department to look after their mental attitudes and welfare. In a farm region, youngsters can be seen taking a pledge to maintain their religion and high standards of morality. At a beach resort, where boys and girls think only about each other, an American tourist arrives in a scanty costume seeking one of the young men recommended by a friend who was there earlier. She seduces him, after which she leaves for another town and the next recommendation. At a New Year's Eve party, youngsters resent their elders. The son of the hosts takes his girl to the sub-basement where a fortune has been spent on a fully equipped bomb-shelter. They talk, pet, and ridicule the philosophies about teens.

X-RAY: If this film is to be believed, then the moral standards among some in Italy is super-strict, while others take life and pleasures as they come. The players are lacking in screen experience and have been picked by the director often in the regions where he did his filming. If that is the case, many come off quite well and with promise. Interest is well maintained as the subject matter changes from scene to scene and setting to setting. Direction and production are generally good, and the art set should find this another different entry and probably to their liking.

AD LINES: "Italy's Youngsters Face Life In The Raw"; "Some Loved . . . Some Lived For Love . . . Some Were Looking For The Different. Few Were Angels."

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### Symphony For A Massacre

Seven Arts  
(Foreign-made)  
(English titles)

DRAMA  
115M

ESTIMATE: Good import for art spots.

CAST: Michel Auclair, Claude Dauphin, Jose Giovanni, Michele Mercier, Daniala Rocca, Jean Rochefort, Charles Vanel. Produced by Julien Derode; directed by Jacques Deray.

STORY: Five men, Michel Auclair, Claude Dauphin, Jose Giovanni, Jean Rochefort, and Charles Vanel meet at their gambling club in Paris to plan the purchase of a large shipment of drugs which could make considerable money for each after their pooled investment. Giovanni is assigned the task of taking their money to the dope seller and picking up the shipment. Rochefort plans on intercepting him and taking the money, which he does successfully after killing Giovanni. He constructs an alibi which puts him in the clear with his other associates. When the others suspect him, he kills one at a time, meanwhile planning to go away with the wife of Dauphin, with whom he has been carrying on an affair. As the sole survivor, he appears in the clear until the wife of one of the men takes vengeance in her hands and kills Rochefort in an ironic twist of fate.

X-RAY: All of the details of this crime yarn are cleverly worked out before the cameras, and it is handled in such fashion as to keep interest on high throughout. The import is aided by fine performances and good direction and production, and it should please most viewers in art and specialty situations. The screenplay is by Jose Giovanni, Claude Sautet, and Jacques Deray based on a book by Alain Reynaud Fourton (Ed Gallimard).

AD LINES: "Five Thieves And A Half Million Dollars Spell Trouble"; "A Gang of Crooks Is Stalked By A Killer—The Result Is Dramatic Excitement."

### White Voices

COMEDY  
93M.

Rizzoli Film Distributors  
(Technicolor)  
(English titles)  
(Italian-made)

ESTIMATE: Off-beat subject should prove effective in art spots.

CAST: Paolo Ferrari, Sandra Milo, Graziella Granata, Anouk Aimee, Vittorio Caprioli, Jeanne Valerie, Philippe Leroy, Barbara Steele, Leopoldo Trieste. Directed by Pasquale Festa Campanile and Massimo Franciosa.

STORY: Paolo Ferrari has been poor much of his life in 18th century Italy. He learns that there is an easy way to make some money by selling his younger brother to the Vatican choir, a custom followed by impoverished Italian families. The male soprano (castrato) voice enjoyed a tremendous vogue among the wealthy. When the lad escapes, Ferrari is trapped into taking his place, but he bribes the surgeon not to perform the operation of castration. Before entering, he talks his girl friend Graziella Granata into finally submitting to him without benefit of marriage. Unhappy in the circumstances in which he finds himself, he discovers that his position allows him entry into the homes of the wealthy and aristocratic. Since he is considered harmless, he is permitted to be with the wives. He takes advantage of the situation surprising the women, who enjoy playing around under the noses of their disdainful husbands. Ultimately, his path crosses that of Granata, who is the wife of an octogenarian nobleman, and she becomes pregnant. The husband, head of a powerful and vicious family, threatens his death if it is found that he is not really a castrato so he is resigned to lose his virility rather than his life.

X-RAY: Here is a comedy that treats on a subject rare in the annals of the screen, one that could only be attempted by film makers

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## WHITE VOICES

(Continued from page 5295)

abroad. The adventures and misadventurers of a man posing as a eunuch in 18th century Italy offers the art house viewer a bit of dis-

comforting amusement. The efforts of the cast, especially lead Paolo Ferrari, are quite good, as are the direction and production values. Color adds a certain amount of lushness to the presentation, and audience reaction should be interesting. The screenplay is by

Campanile, Franciosa, and Luigi Magni.

AD LINES: "They Trusted Him In The Bou-  
doirs Of Their Wives And He Never Com-  
plained"; "Women Thought He Was Harmless  
But Soon Found Out Different."





JUNE 23, 1965

SECTION THREE  
Vol. 73 No. 22

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107

## Columbia's "Genghis Khan" \$1 Million Dallas Premiere

"Irving Allen's "Genghis Khan" literally had a "million dollar" American premiere at Dallas' Palace Theatre recently when furs valued at more than \$1,000,000 from the world-famous Maximilian collection arrived amidst elaborate security arrangements in the Texas city.

The fabulous collection, which were worn to the premiere by Dallas' leading fashion models, is insured for more than \$1,000,000. Escorting the lovely models were members of the Dallas Cowboys National Football League Team.

In addition, the night of the gala premiere, each model wearing one of Maximilian's creations arrived at the Palace in a limousine and was accompanied by a Brink's guard.

The furs are the creations of Maximilian of New York, one of the world's foremost designers of fur fashions. The spectacular furs were modeled on the stage of the Palace prior to the showing of "Genghis Khan" and ranged from \$50,000 minks to a chinchilla shawl and a mink beach robe.

Accompanying the million dollar fur collection to Dallas was Maximilian's fashion co-ordinator Vera Bacall, who introduced the fashions to the first night assemblage at the theatre, the evening of the premiere.

## "Shenandoah" Bridal Gown

Universal Pictures Company and Charmante Creations, manufacturers of bridal gowns, have developed a joint promotion in connection with the release of "Shenandoah," the epic drama of a Virginia family told against the background of the Civil War.

Charmante has created for modern use a wedding gown inspired by the one worn by Rosemary Forsyth in the picture, which it will feature in its advertisement in the Fall issue of Modern Bride out in July. It will provide posters for its approximately 1,400 retail store outlets in 11 x 17 and 20 x 30 sizes as well as newspaper mats for these stores to use in tie-ups with local theatre engagements of "Shenandoah."

## "Harlow" Records Album

A giant music promotion for Joseph E. Levine's "Harlow," starring Carroll Baker, has been set with Columbia Records, which is issuing the original sound-track album of Neal Hefti's musical score for the Paramount Pictures release.

Epic Records, an affiliate of Columbia Records, will also be included in the "Harlow" tie-in with the release of Bobby Vinton's 45-rpm single recording of "Lonely Girl," which he sings behind the closing titles of the film.

## AIP "Starburst Of Youth" Heading Cross-Country To Boost Boxoffice



Bobbi Shaw, AIP "Star of the Future," is on tour with the company's group one of "Starburst Of Youth On The Move."

### Newsboys See "Flying Machines"

Kickoff for what is planned as a saturation campaign to make "Those Magnificent Men In Their Flying Machines" one of the most in demand family pictures of the year, was instigated with two special daytime screenings at 20th Century-Fox Studio.

Under guidance of Producer Stan Margulies and 20th Century-Fox Publicity Director Jim Denton, the morning screening of the Todd-AO Color comedy was held for some 400 Los Angeles' area newsboys, all of whom were attired in T-shirts imprinted with the picture's title.

Following the screening the youngsters were guests of Margulies at a picnic lunch at the studio's Peyton Place Square, where they were entertained by a strolling band of musicians and television magician and emcee, The Great Zolar.

The newsboys, who were given recordings of the picture's catchy theme song, also became entrants in competition among each paper for a \$100 Savings Bond for the best review of the picture.

The afternoon screening was held for the families of columnists and celebrities, with T-shirts and recordings also presented to their youngsters.

Margulies said that not only did the screenings have an inperson impact, but that the entire proceedings were filmed for showing on television and theatrical newsreels. A special promotional clip of The Great Zolar performing at the studio will be shown on his KHJ-TV "Nine Island" kiddies' program.

HOLLYWOOD—In the most far-reaching public relations project of its 10-year history, American International Pictures is sending five groups of Hollywood pied pipers into the nation's cities, towns, and hamlets "to win friends and influence box office figures," and probably for the first time promoting Hollywood films that are still in a pre-production stage, it was announced at a press conference and luncheon at the Beverly Hills Hotel.

The project, "Starburst of Youth On The Move," fulfills a promise to stimulate movie attendance made by AIP executives James H. Nicholson and Samuel Z. Arkoff to exhibitors attending the Allied States and TOA conventions in 1964. During the past 10 months, AIP has had a steady stream of stars touring the country making public appearances and climaxes its person-to-person star and fan program with the current biggest star caravan of all.

Already on tour in Louisiana, Mississippi, and Florida are Jody McCrea and Patti Chandler.

Departing last week were three groups of young adults who have been featured in the company's highly successful teen-slanted beach productions. They are Bobbi Shaw, Jo Collins, and Mike Nader; Salli Sachse, Mary Hughes, and Aron Kincaid; and Patti Chandler, Sue Hamilton, and Ed Garner.

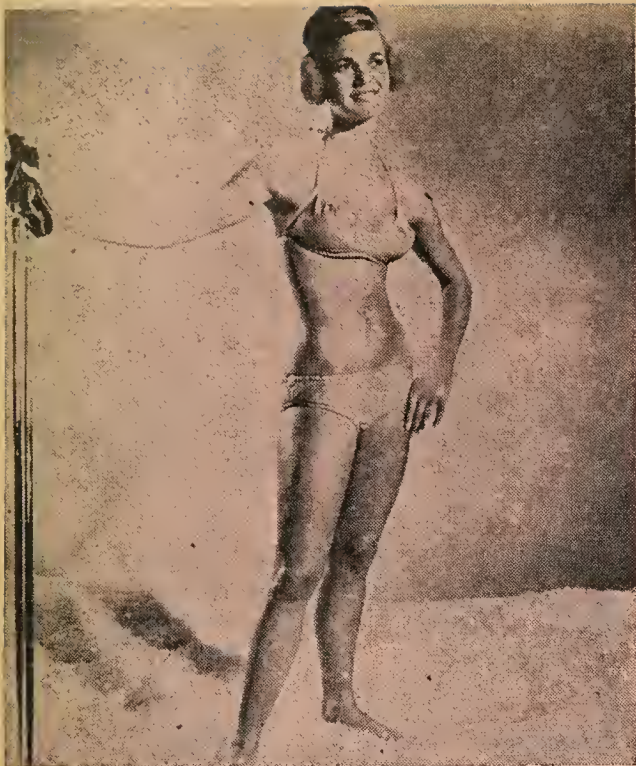
Each trio will visit a minimum of eight cities and all will converge in New York on June 28 for a series of magazine, radio, newspaper, and television activities.

With the additional team of Dwayne Hickman and Deborah Walley making special premiere engagement appearances in selected cities opening AIP films during the period, the company's celebrated "Starburst of Youth" will be on exhibit at some 325 walk-in and drive-in theatres, will hold more than 75 autograph parties, and will have over 125 radio, television and newspaper interviews.

President James Nicholson said, "Our experience is that nothing is more effective in stimulating box office than personal appearance tours; thus American International allocates greater sums of promotional monies to public appearance tours than for any other ballyhoo item. We find that we claim more print space and air time with a P.A. tour than could ever be purchased with a similar straight advertising expenditure. From a strictly business point of view, it is

(Continued on page EX-686)





Salli Sachse, AIP "Star of the Future," is on tour with the company's group two of "Starburst Of Youth On The Move."



Patti Chandler, AIP "Star of the Future," is on tour with the company's group three of "Starburst Of Youth On The Move."

#### AIP (Continued from page EX-685)

the old saying of 'Spend a dollar to bring in ten,' Nicholson declared.

AIP executive vice-president Samuel Z. Arkoff is presently in Europe, Nicholson said, supervising several AIP productions which include "Epitaph for a Spy," "The Outlaw Planet," and "Trunk to Cairo." He is also meeting with AIP distributors in London, Nat Cohen and Stuart Levy of Anglo Amalgamated Productions.

Toward the end of the year, a similar caravan of stars will go overseas where AIP productions are proving to have wide box office appeal.

Heading up this group, Nicholson said, will be an English newcomer, Rosemary Williams, who won a Britain-wide contest to become "Miss Beach Party of 1964." Her prize was a trip to Hollywood and a role in AIP's "How to Stuff a Wild Bikini."

Nicholson also stated that expanded AIP production in Hollywood during the summer precluded the nationwide P.A. tours for the company's contractees at a later date, and thus the youngsters will be plugging five new productions, "Ski Party," "How to Stuff a Wild Bikini," "Sergeant Deadhead," "Dr. Goldfoot and the Sex Machine," and "Pajama Party in a Haunted House"—the latter two not yet in production.

It is believed to be the first time that Hollywood personalities have toured to promote films still in pre-production stages.

"We don't believe that studios make stars," Nicholson asserted. "We think it's the movie fans who make them. A studio can discover an actor or an actress but it's the patron plunking down his money at the box office who makes the final decision as to whether an individual becomes a star."

At the same time, AIP is effecting other objectives on the Hollywood scene with its young contractees. All nine of the youngsters are enrolled in drama classes at ANTA—the new American National Theatre Academy headed by Frances Lederer.

They are taking leave from classes to make the tour, which, significantly, will include numerous towns of less than 100,000 population as well as the large metropolitan areas.

#### LOOK FOR EXPLOITATION EVERY OTHER WEEK IN MOTION PICTURE EXHIBITOR

#### "Katie Elder" Record Promotion

A major music promotion for Hal Wallis' "The Sons of Katie Elder," starring John Wayne and Dean Martin, has been set with Columbia Records, which will issue the soundtrack album and two 45-rpm singles of Elmer Bernstein's music for the Paramount Pictures release.

The cover of the "Katie Elder" soundtrack album will be coordinated with Paramount's advertising concept for the outdoor adventure drama, which opens nationally this Summer. The two single recordings will comprise vocal and instrumental treatments of the title theme.

#### Kook Bubble Bath Promotion

A national merchandising promotion for Jerry Lewis' "The Family Jewels" has been set by Paramount Pictures with Maradel Products, manufacturers of Kook Bubble Bath.

More than 1,000,000 Kooks, which are packaged in a unique inverted container with a colored lambs wool powder-puff top, have been outfitted with special collars crediting "The Family Jewels." Accompanied by counter cards, the Kooks will appear in thousands of store displays throughout the country.



Strollers down New York's Broadway recently did double-takes when two life-size cut-out posters of Rex Harrison, starred in MGM's "The Yellow Rolls-Royce," ambled down the street with the support of a MGM home office aide who was delivering them to a merchandising session for N. Y. Showcase exhibitors at the Warwick Hotel.

#### "Casanova" Hits Press and TV

A massive, in-depth marketing campaign has been launched by Embassy Pictures heralding the summer release of Joseph E. Levine's "Casanova '70," starring Marcello Mastroianni and Virna Lisi.

The promotional salvoes thus far include a TV Topics Featurette, consisting of a script-still kit which has been serviced to 100 major market television shows. An Editor's Digest has been sent to more than 10,000 prime print media editors throughout the country encompassing all major and middle level daily newspapers, county seat weeklies and major company house organ publications.

Embassy has also made available a special Panorama radio disc consisting of a one-minute service spot blanketing 750 radio stations in 250 national major markets entitled, "Great Lovers."

Over 60 national newspaper color outlets and Sunday supplement sections have been serviced with a special set of color transparencies of scenes from "Casanova '70." Additionally, Popular Library has published and is currently distributing a paperback edition of the color and wide-screen attraction on the stands of thousands of book stores, department stores and other retail book outlets all over the country backed by rack cards and window streamers calling attention to the film.

Special exclusive photo layouts have been serviced to over 300 major city newspapers and comprehensive press kits have been prepared for distribution to theatres booking "Casanova '70."

#### Filmack Trailer Shell

CHICAGO—A new clock intermission Trailer Shell is now available to drive-in theatres by Filmack Trailer Company, announced Bernard Mack, president.

Exhibitors will find this shell helps increase concession sales, since it informs patrons of intermission time remaining and encourages full use of the concession areas while providing humorous situations for the patron's enjoyment.

This shell consists of an intermission header, 10 different 10-second spots denoting minutes left before showtime, and a "Show Starts" tag, all involving a series of humorous antics, performed by animated clowns.

Between these spots, exhibitors insert revenue building merchant ads, concession trailers, institutional ads, or anything else they may wish.

The Trailer Shell is available in beautiful full color, black and white, or tint.

#### "Girls" in Cincinnati

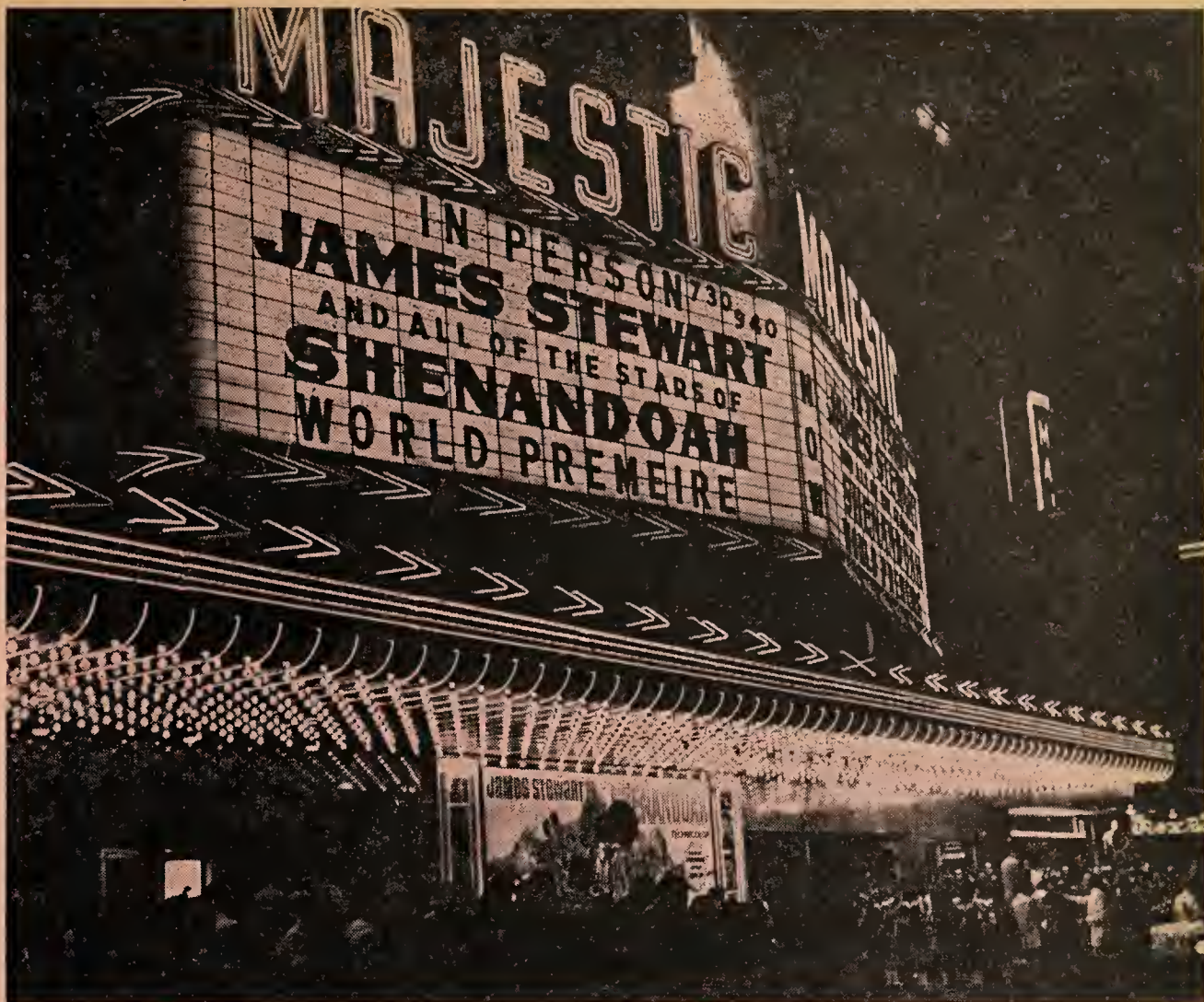
Contributing to the success of Paramount's "The Girls on the Beach" in its multiple-theatre engagement in Cincinnati was a giant promotional campaign reaching thousands of teen-agers and young people throughout the area.

Highlights of the campaign included: a spectacular "Girls on the Beach" fashion show at Shillito's Department Store, backed by extensive TV, radio and newspaper coverage; participation in the Mercury Auto Parade, staged at the "Coney Island" amusement park; and an extensive radio tie-in with Coca-Cola, including hundreds of spot commercials and theatre give-aways of Coke Coolers. Ohioan Sam Levin, one of the producers of the film, also participated in press interviews.



With personalities in the film on hand, Universal's "Shenandoah" recently had its world premiere at the Majestic, Houston, Texas, launching the first of more than 200 Texas pre-release engagements. -

## Texas-Size Premiere for "Shenandoah"



All "Shenandoah" stars with master of ceremonies Cactus Pryor on stage of the Majestic on the night of the world premiere.



The beautiful "Shenandoah" belles greet star James Stewart at the airport on his arrival for the world premiere.



Stars James Stewart and Patrick Wayne are seen with Raymond Willie as Stewart holds a model of the F-111 that was presented to him upon his arrival in Houston.



Raymond Willie with stars James Stewart, Patrick Wayne, Rosemary Forsyth, Phillip Alford and several of the Shenandoah belles at Clear Lake City, Nasa headquarters, at ground breaking ceremony for the new theatre.



## THE EXHIBITOR'S EXPLOITATION EFFORTS

MERLE J. BURNS, operating the Roxy, Menno, South Dakota, is celebrating the 50th anniversary of the theatre. He heralded the event in his long-established theatre calendar for June, July and August by editorializing as following: "This calendar is dedicated to the late O. E. Siman, who started the first movie theatre in Menno in the year 1914. For 50 years the Roxy has offered the world's finest movie entertainment to the people in the territory. These have been many good years, and some bad years, too; but the Roxy has never been closed to the public in the 50 years. The faithful patrons who have patronized it have kept the picture on the screen. Many changes have come. Silent pictures, sound pictures coming in 1927; color pictures in 1927; and the big screen with Cinemascope in 1954. Today we have a giant screen 14½ feet x 41 feet—one of the biggest in South Dakota. The Roxy has run about 90 million feet of film shown to about two million people, paid more taxes than the original cost of the building; and we hope has been an asset to the community. We also salute all the film companies who have made possible this great record; and to the knights of the road, the film salesmen who have given their help to us and to the people who have passed on in this industry who have helped us over many rough spots. It is fitting and proper to have all the people in the territory to be our guests on June 11-12 when we will bring you a picture called "The Big Parade Of Comedy" with all the old time stars of the last 50 years plus an old news reel and then we will show you Cinemascope pictures, too. There will be many contests, so join us in our 25th anniversary in show business and 50 years here at Menno. There will be drawings at 9.30 for big prizes. You can register at the Variety Shop and the Roxy Theatre. You must register or be present for the prizes, a \$25 bond, 5,000 Green Stamps, etc. There will be a special prize of \$5 to the one who brings in the most Roxy calendars from other years. We will continue our popular issuing of stamps on Monday nights; and couples night on Tuesdays. The theatre will be closed August 3 through 31st for vacation."

### Mercury "Sandpiper" Score

Mercury Records will release the original soundtrack albums of Johnny Mandel's score for the Martin Ranschoff production of "The Sandpiper," an MGM-Filmways picture, to coincide with the national release this summer.

On the album's cover will be a dramatic scene from the film—featuring stars Elizabeth Taylor and Richard Burton—which was painted by famed illustrator Joe DeMers. This painting will also be the dominant element in ads for the film which will appear later this month in Life, Look and other national media.

In anticipation of the great demand expected for the music of this major MGM release, Mercury Records is taking steps to have all key dealers throughout the country stock the album in depth and promote it to the utmost extent with window displays, counter cards, streamers, special store displays and other special material.



Full military honors were recently accorded the Columbus, Ohio, premiere of Columbia's "Major Dundee" at the RKO Grand including an attention-getting rifle salute by a Civil War club.

### AIP Hits Teenage Fan Market

Publicity minded American International Pictures has once again garnered great coverage in the teenage fan magazine market, with breaks coming thick and fast. With July's issues first beginning to appear on the stands, AIP has so far recorded the following:

Dwayne Hickman, American International Pictures' newest contract signee, is the subject of a three page picture story, in June's issue of "Seventeen."

The story, "I Was a Teenager for 10 years," recaps Dwayne's career from the time he first entered the limelight till his latest pictures for AI, namely—"Ski Party" and "How to Stuff A Wild Bikini."

July's issues of "TV Star Parade" and "Movieland" sport Annette Funicello on their attractive covers—both with credit to AI's "How to Stuff A Wild Bikini."

"Hit Parader" not only has Annette, Mary Hughes and Bobbi Shaw on the cover, but they devote five full pages to AI's "Beach Gang," with photos of the whole crew. Seven pages are devoted to Mr. & Mrs. Gilardi's forthcoming bambino, plus a mention of "How to Stuff A Wild Bikini," in "Movie Mirror." The same issue has a four page picture story of Jody McCrea's life on a ranch with a plug to "Beach Blanket Bingo."

"Movie Stars" has a feature story of Annette's new life as Jack's wife, plus beach pin-ups of Frankie Avalon, Annette, ("How to Stuff A Wild Bikini.") Patti Chandler and Jody McCrea ("Beach Blanket Bingo") and Cliff Richard ("Swingers' Paradise").

"Castle of Frankenstein" a good ghoulish mag, features "Masque of the Red Death" plus mentions to "The Time Travelers" and TV's "Attack of the Puppet People" and "Terror in the Crypt."

"Screenland" in various items throughout the magazine, mentions AI's "Ski Party," "How to Stuff A Wild Bikini" and "Beach Blanket Bingo."

### "Darling" Radio Open-ends

A national radio promotion for Joseph E. Levine's "Darling" has been set by Embassy Pictures via the syndication of four open-end interviews with stars Laurence Harvey, Dirk Bogarde and Julie Christie and director John Schlesinger, in which they discuss the making of the film.

The interviews, recorded on one 12-inch disc, are being serviced to more than 500 top U. S. and Canadian radio stations in advance of the film's mid-August opening.

### "The Collector" Paperback

Columbia Pictures and Dell Publishing will launch an extensive paperback book-movie merchandising campaign aimed at the huge national book market to promote William Wyler's "The Collector."

The current paperback edition, which carries the film's logo with a prominent credit for the color film, is being backed by a massive national ad campaign which is appearing in the daily and Sunday supplement editions of newspapers and magazines across the country.

Backbone of the ad campaign set to launch the new film edition of the book is a series of one column by 75 line advertisements appearing in more than 50 major city newspapers which reads "Be sure to read the explosive nation-wide bestseller before you see the movie, now a major Columbia picture directed by William Wyler."

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# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1. 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

**DRIVE-INS LIST** on request. Roadshow pictures, ASTOR, Harwood and Jackson, Dallas, Texas 75201.

## EQUIPMENT FOR SALE

**LOST OUR LEASE & MUST SELL** complete equipment two leading downtown theatres. Everything goes, deadline Aug. 1. Buildings will be demolished. Equipment in A-1 shape. 1,500 seats, some full upholstered American Bodiform. E7 Simplex projectors, generators, Peerless HI lamps, turnstile, registers, air-condition & vending equipment. Cash sale, list furnished on request. Contact FRED CANATA, Rivoli Theatre, 803 Capitol Avenue, Houston, Texas.

2 **SIMPLEX STANDARD PROJECTORS**, Western Electric C 46amp. CARVER, 1429 Penna. Ave., Baltimore, Md. 20217.

**SIMPLEX E-7 MECHANISMS**, excellent, \$212.50; Rectifiers, 50 Ampere, 220V, 3Ph, w/new 15A tubes, \$147.50; Hertner Drive-in Motor Generator, 200/300 Amperes, Controls, Ballasts, Likenu, \$995.00. Everything in Booth Equipment. S.O.S., 387 Park Ave., South, New York 10016.

## EQUIPMENT WANTED

**CASH FOR RCA, SIMPLEX SOUNDHEADS**, Amplifiers, Speakers, Century, Super-Simplex, Brenkert, DeVry, Simplex SP Projectors, Arclamps, Rectifiers, Generators. Consignments taken. Write or wire. S.O.S., 387 Park Ave., South, New York 10016.

**TOP PRICES PAID** for soundheads, lamp-houses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

## MISCELLANEOUS

**SLIDES** for coming attractions, merchant ads, announcements. Now in two sizes. Special summer prices. Rubber stamps up to four lines \$1 each. Postcard duplicator Photo stencils \$1 each. Send copy and stencil style. WHITLEY, Box 1864, Fort Worth, Texas.

## NEW EQUIPMENT

**PERMANENT MASONITE MARQUEE LETTERS**, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-\$1.05, 16"-\$1.75, 17"-\$2.00, 24"-\$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over \$60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

**GRIME DOESN'T PAY.** Replace old screens with New Mattewhite, only 57¢ sq. ft.; Mattewhite Lenticular or Pearl glo, 89¢ sq. ft. S.O.S., 387 Park Ave., South, New York 10016.

## POSITION WANTED

**EXECUTIVE**—Age 40—Currently national sales manager, housewares industry. Seeking management position in theatre operation. Desire to work and build in an industry that gives personal satisfaction which returns dollars at the same time. Lets chat. BOX 286, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## PROJECTOR REPAIRS

**PROJECTORS REPAIRED**, rebuilt. Work done by projectionist with 40 years experience. P. W. EDWARDS, Box 115, Charleston, Tennessee.

## SPEAKER CONES

**DRIVE-IN SPEAKERS RECONED 90¢ EACH.** All weather resistant material. Write for free sample. C & M RECON COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

## STUDIO AND PRODUCTION EQUIP.

**RCA 35mm RECORDERS**, \$1500.00; Akeley Gyro Tripods, \$195.00; 35mm Sound Cameras, lenses, magazines, motor, Western Electric modulator (Paramount News), worth \$5,000.00, now \$995.00; less modulator, \$695.00. Movietone Sound Cameras, motor, magazines, less galvanometer, \$995.00. Moviola 35mm Viewers, \$189.50; Magnasync Recorders, \$795.00; Twinhead Cinecolor Printer, worth \$12,000.00, \$1995.00; Houston 16/35mm Developing Machine, \$2495.00. Bargain Bulletin "Photo News" describes other terrific values. S.O.S., 387 Park Ave., South, New York 10016.

## THEATRE SEATING

**COMPLETE SEATING SERVICE.** Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

**SPECIALISTS IN REBUILDING CHAIRS.** Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

## THEATRES FOR SALE OR LEASE

**CENTRAL CALIFORNIA**, 750-seat theatre in major city. Population over 300,000. Building and equipment in excellent condition. As family operation, shows net profit of \$1,500 per month. Priced right, terms. BOX 3837, Carmel, Calif.

**BUILDING AND EQUIPMENT, EXCELLENT CONDITION**, on main street. New expressway exit to be one block away. 1,500 seating capacity. Building includes rental stores and offices. Selling for a very low price. Telephone or write SCHAFFER REALTY CO., 2540 S. Grand Traverse, Flint, Michigan—CE 5-3553.

## WINDOW CARDS

**WEEKLY THEATRE** and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

# The A-MAN Corner

**AVAILABLE:** Young theatre manager, experienced in administration, personnel, payroll-purchasing, inventories, public relations, advertising. Out-going personality. \$125 start. Relocate. Contact PETER DANIELS, 2125 First Ave., N. Y. C., N. Y. (623)

**OPERATOR WANTED**, full time. WESCOT THEATRE, 524 Westcott St., Syracuse, N. Y. (69)

**WANTED:** Drive-In man about 26 years old. Take maintenance-operational duties as manager of a nice drive-in. Salary and opportunity for a future. Write HAROLD KAY, Lake Theatre, Painesville, Ohio. (69)

**MANAGER'S POSITION** wanted, with booking as goal. Prefer Midwest. 23 years experience all phases operation, co-op advertising, exploitation, newspaper—radio advertising, with 11 theatre circuit. 42, married. BOX A616, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**MANAGER:** Experienced, publicity-minded manager for progressive first-run theatre in Middlesex County, New Jersey area. Age 30-40. Send complete resume including present salary to GENERAL CINEMA CORP., 4 Main St., Orange, N. J. 07050. (616)

**WANTED:** Man experienced in both indoor and drive-in theatre operation with flair for advertising and promotion. Mid-west city of 80,000. Send resume, references and salary requirements. BOX A69, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**WOULD LIKE JOB** as projectionist. Willing to learn as assistant manager. Five years experience. Am good, steady worker. A. T. WAGSTAFF, 543 Amelia, Orangeburg, S. C. (69)

**CHICAGO LOCATION** desired by fully experienced manager. Mid 40's. You name it, I can do it! BOX B69, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**10 YEARS INDOOR-OUTDOOR** experience. Wish to relocate. Age 30. Prefer large Eastern Coast city, Baltimore, Phila., Boston or N. J. Have supervisory experience. Presently employed. BOX A623, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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# EXHIBITOR

JUNE 30, 1965

Volume 73

Number 23

IN TWO SECTIONS • THIS IS SECTION ONE

ENTERED AS SECOND CLASS MATTER OCTOBER 24, 1962, AT THE POST OFFICE AT BALTIMORE, MD., UNDER THE ACT OF MARCH 3, 1879



## Gala Fox Fest Wins New York

(See Page 10)

## Record Million For Will Rogers

(See Page 29)

Francis Cardinal Spellman and Darryl F. Zanuck, 20th-Fox president, receive awards from the National Reserve Officers Association during Fox Premiere Week festivities.

**BIG PRODUCT NEWS FROM WARNER BROS. . . .** pages 13-24



# KEEP THAT LION IN YOUR BOXOFFICE!

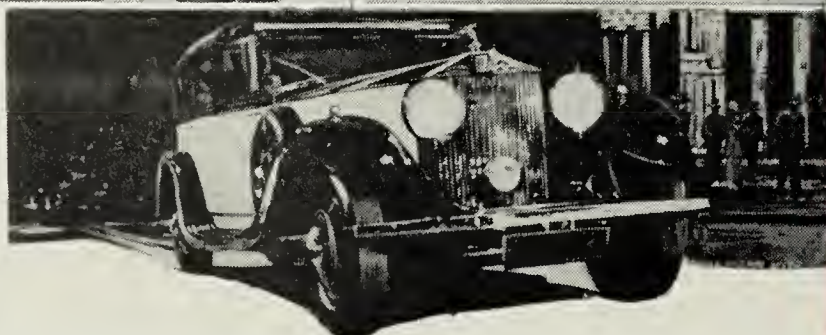
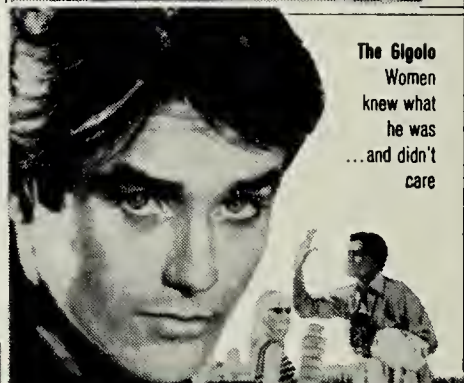
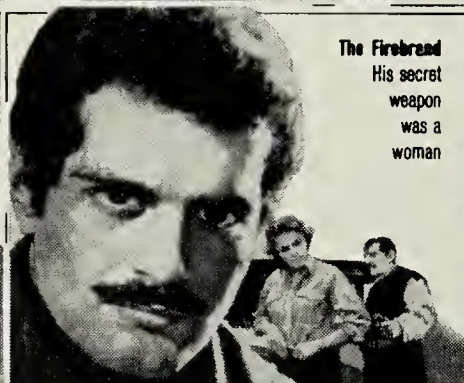
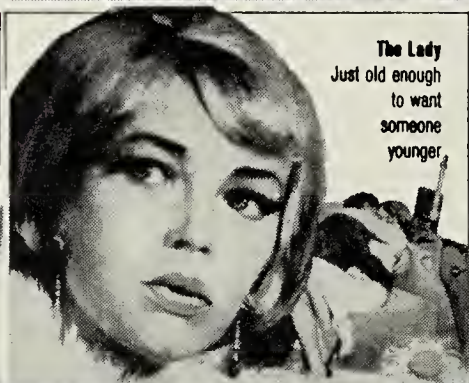
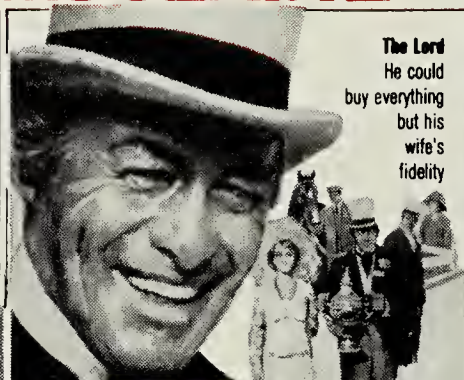


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CONNERY



ANN-MARGRET



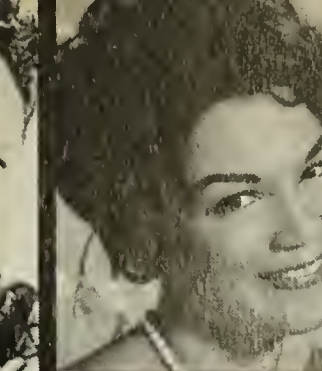
ALAIN DELON



VAN HEFLIN



JACK PALANCE



CONNIE FRANCIS



HARVE PRESNELL



TE COMER



MORSE



TEIGER



N WINTERS



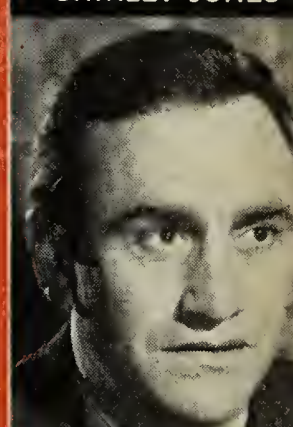
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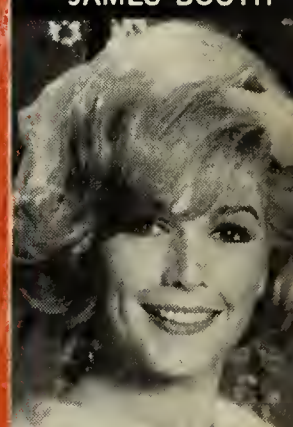
MARG. RUTHERFORD



SHIRLEY JONES



JAMES BOOTH



STELLA STEVENS



HONOR BLACKMAN

***For release in the Fall and Winter of 1965...***

### **"THE HILL"**

Starring SEAN CONNERY. Co-starring Harry Andrews, Ian Bannen, Alfred Lynch, Ossie Davis, Roy Kinnear, Jack Watson, and Ian Hendry (as Sergeant Williams). Featuring Sir Michael Redgrave (as the Medical Officer). Produced by Kenneth Hyman. Directed by Sidney Lumet. Screenplay by Ray Rigby. A KENNETH HYMAN Production presented by M-G-M and Seven Arts Prods.

### **"ONCE A THIEF"**

Starring ALAIN DELON, ANN-MARGRET, VAN HEFLIN, JACK PALANCE. Screenplay by Zekial Marko. Directed by Ralph Nelson. Produced by Cipra in association with Ralph Nelson and Fred Engel. A JACQUES BAR Production.

### **"MURDER MOST FOUL"**

Starring MARGARET RUTHERFORD (as Miss Marple). Co-starring Ron Moody. Produced by Ben Arheid. Directed by George Pollock. Screenplay by David Pursall and Jack Seddon. A LAWRENCE P. BACHMANN Production.

### **"THE SECRET OF MY SUCCESS"**

Starring SHIRLEY JONES, STELLA STEVENS, HONOR BLACKMAN, JAMES BOOTH, LIONEL JEFFRIES. Screenplay by Andrew L. Stone. Directed by Andrew L. Stone. Produced by ANDREW and VIRGINIA STONE.

### **"GIRL CRAZY"**

Starring CONNIE FRANCIS and HARVE PRESNELL. Co-starring Paul Anka, Fran Jeffries and Louis (Satchmo) Armstrong. Screenplay by Robert Kent. A SAM KATZMAN Production.

### **"THE LOVED ONE"**

Starring ROBERT MORSE, JONATHAN WINTERS, ANJANETTE COMER and ROD STEIGER. Guest appearances by Dana Andrews, Milton Berle, James Coburn, Sir John Gielgud, Ruth Gordon, Tab Hunter, Margaret Leighton, Liberace, Jane Mansfield, Roddy McDowall, Robert Morley, Barbara Nichols and Lionel Stander. Screenplay by Terry Southern and Christopher Isherwood. Based on the novel by Evelyn Waugh. Directed by Tony Richardson. Produced by John Calley and Haskel Wexler. A MARTIN RANSOHOFF Production presented by M-G-M and Filmways.

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## The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecck, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



VOLUME 73 • No. 23

JUNE 30, 1965

OUR 47th YEAR

### OLD CENSORS NEVER DIE

WE HAVE ALL HEARD THE SAYING, "Old soldiers never die." Well, it appears that old censors are even harder to get rid of than old soldiers. Censorship in Pennsylvania has had more ups and downs than the busiest elevator. Recently, in the wake of Supreme Court rulings, the Pennsylvania censor board, a thoroughly political operation since its inception, died another of its many deaths. Now, legislators are trying to breathe new life into it again.

It appears that politicians never learn a lesson from history. They are generally far more interested in votes and headlines than in good sense or the Constitution. On the one hand, they spend thousands of dollars trying to attract new business to the state. On the other hand, they do their best to extract every possible dollar from those same businesses.

Political censorship in Pennsylvania has always placed a heavy financial burden on the motion picture industry. Industryites were for years in the ridiculous position of financing their own murders, to put it bluntly. When the courts finally ended 41 years of political censorship, the industry had been bled to the tune of \$6,500,000. Distributors sued for a return of these unfair fees, but the courts ruled against them.

We recall with regret that Pennsylvania was among the first states to promote film censorship. It was the brainchild of a legislator who also represented the liquor industry, and he became the chief censor and a source of considerable harassment for the industry. We recall a motion picture named "PROHIBITION," produced around the time prohibition was being discussed seriously. There was nothing in the picture that was even remotely censorable, but the chief censor proceeded to chop it to ribbons. After the cuts were made, the distributor had nothing. How do we know all this? We were the area distributor.

An observer might think that the almost unbroken series of decisions against film censors in recent years, with the latest involving the Maryland and New York laws, might signal the end of political censorship. We are not that naive. Despite the laws that exist to protect the public from pornography and the ability of the courts to enforce those laws, politically moti-

vated forces will continue to fight for the right to decide arbitrarily what all of us should see and read.

Philadelphia lawyers are regarded as something special in the legal profession. We have discussed the proposed new censorship ordinance with some of the best of them and have not talked with one who feels that it can survive a court test.

We are unalterably opposed to political censorship in any form. The marketplace of ideas must be open and free. Those who would try to poison that marketplace should be punished. That is what laws and courts are for. However, ideas that are stifled by a board of three men setting themselves up as protectors of the public's morals or guardians of the public's taste have never enjoyed the freedom of that marketplace.

The great majority of motion picture distributors and exhibitors have no desire to circumvent the law. They are honorable businessmen making an important contribution to society and to their communities. It is the lowest fringe of the motion picture industry that panders to the lowest fringe of the motion picture audience in pursuit of the smutty dollar. To saddle the entire industry with the evils of political censorship in an effort to destroy these parasites is comparable to shooting flies with a cannon.

Political censorship is another attempt to find easy answers to complex questions. It can't be done. The finest legal and moral minds in our society can't agree on what is obscene. One can hardly expect a group of political appointees or politicians' wives, mothers, and cousins to do the job.

Consider the case of "THE PAWNBROKER," an admittedly fine film produced with impeccable taste. In one instance, it is condemned by the Catholic Legion of Decency out of fear that its use of nudity will cause a harmful trend. At the same time, the Episcopal Church in California heartily endorses it in its entirety. Who is right? Only the open marketplace of ideas will determine that.

Censorship isn't the answer, but the politicians won't let censorship die. They will resurrect its bones until the Supreme Court states unequivocally that prior censorship of motion pictures is unconstitutional. We hope that day is not far off.

### WHIRLWIND IN PHILADELPHIA

TRYING TO KEEP JOE LEVINE in one place is like trying to catch lightning in a bottle. This whirlwind of energy and showmanship blew through Philadelphia last week spreading good cheer and excitement all through town.

The occasion, of course, was "Harlow Day," and members of the industry joined a theatre full of fortunate members of the public at a screening of the Paramount-Embassy hit. Make no mistake, "HARLOW" figures to be a boxoffice champion. Carroll Baker has never been better or more beautiful than she is in this portrayal of Hollywood's tragic love goddess. She is supported by a fine cast featuring Red Buttons, Angela Lansbury, Martin Balsam, Raf Vallone, and Michael Connors.

Joe's production is lush and tasteful, and audiences will delight in the backstage view of Hollywood's glitter and glamour.

Following the screening, we joined Joe at lunch where he told more than a hundred theatremen all about "HARLOW" and its fantastic \$1,250,000 campaign. He was ably assisted by Paramount's Joe Friedman and Charles Boasberg. The happy marriage of Levine and Paramount has resulted in boxoffice blockbusters, and the future promises even more.

"HARLOW" is a worthy successor to "THE CARPETBAGGERS," and Joe Levine has solidified his position as the industry's foremost showman. Paramount and Joe are both to be congratulated.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

David O. Selznick, 63, died in Cedars of Lebanon Hospital, Hollywood, of a coronary attack. He was head of Selznick Company, Inc., and had joined MGM in 1926 as a reader. During his career, he had been with Paramount and RKO Radio. Among classics he produced was "Gone With The Wind." He is survived by his wife, Jennifer Jones, two sons, and a daughter.

### "Great Race" Junket

HOLLYWOOD — Warner Bros. brought more than 350 news representatives from all over the world to Hollywood for "The Great Race" Jubilee to give them an early look at one of the studio's greatest motion picture efforts, to meet the film's stars, and to learn something of the behind-the-scenes efforts that went into the \$12,000,000 production.

In announcing plans for the Jubilee, President Jack L. Warner of Warner Bros. Pictures revealed that the spectacular picture will have its world premiere at Pacific's Pantages Theatre in Hollywood July 1 on a reserved seat basis.

Never before in Hollywood's junket history have so large a number of news men and women been flown from so many distant cities to view a motion picture. Total attendance for "The Great Race" Jubilee exceeds even that at Warner Bros.' memorable initial Jubilee in 1961 when 200 news representatives came to Hollywood to view three films.

As host of the Jubilee, Warner arranged for a troupe of motion picture and television stars to entertain guests at a lavish stage show at the studio climaxing the Jubilee program.

Headliners included Dean Martin, Joey Bishop (master of ceremonies), Dorothy Provine, Larry Storch, Henry Mancini, and the Alex Romero dancers.



Ned E. Depinet, president, Will Rogers Memorial Fund, presents Man-Of-Year Award to Ralph F. Clark, UA, San Francisco, at annual director-patient luncheon at the hospital. Clark was credited with tripling collection totals in his area.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 28

## N. Y. Legislature Adjourns; Censorship Bills Dead

ALBANY—The motion picture industry was credited with a triumph of major proportions when Legislature adjourned after a record-breaking six months session with two controversial film bills still in Senate Rules Committee.

One, introduced by Senator Ivan Warner, Bronx Democrat, and Assemblyman William J. Ferrall, Kings Democrat, would have established procedural changes in the State's censorship law. The other, sponsored by Assemblyman Lawrence P. Murphy, Brooklyn Democrat, and Senator John H. Hughes, Syracuse Republican, proposed the classification of motion pictures.

Until the time for adjournment was approaching—session ran into the following night, the clocks being stopped—Education Dept. authorities and others hoped one or both bills would be reported in Upper House.

Majority Leader Joseph Zaretzi, Bronx Democrat, closed consideration of the questions by referring to a resolution previously adopted by both Houses. This, creating a new Joint Committee on Obscenity, authorizes it to proceed with a "comprehensive study and investigation of the entire subject of offensive and obscene publications, motion and still pictures, radio and television programs."

Study is to be made because of "Widespread public concern evidenced relative to type of material disseminated in this State in mass communication media."

Regardless of this probe, prior censorship of motion pictures here is believed by most



## BROADWAY GROSSES

### Summer Business Blossoms

NEW YORK—Summer schedules and some strong openings brightened the picture in the Broadway first-runs. The break-down was as follows:

"THE YELLOW ROLLS ROYCE" (MGM). Radio City Music Hall, with usual stage show, reported \$115,480 from Thursday through Sunday, with the seventh week sure of \$190,000.

"THOSE DARING YOUNG MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille claimed \$40,000 for the second session.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli stated the 17th week was \$50,000.

"VON RYAN'S EXPRESS" (20th-Fox). Loew's State tallied \$60,000 on the first week.

"WHAT'S NEW PUSSYCAT?" (UA). Astor had \$55,000 for the fine opening week.

"CAT BALLOU" (Columbia). Victoria announced \$42,000 for the very good opening week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed \$20,462 for the 19th week of reserved seat policy.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, did \$61,800 on the 36th week.

"TICKLE ME" (Allied Artists). RKO Palace stated the opening week was \$17,000.

observers to be ended. Police, district attorneys, and other enforcement officials, who could not interfere with the exhibition of any film bearing a state seal, can now proceed to make arrests, seek injunctions, and request a State Supreme Court Justice to determine whether a film is "obscene."

## The One-Sided Correspondence

We recently were looking through a copy of "Parade," which accompanies many newspapers as a Sunday supplement. We came across the following exchange of correspondence in a department called "Personality Parade":

"I hear 'Sandpiper' is a bomb. Can you deny or verify?" The question came from D. T., Beverly Hills, Calif. The answer supplied by the Parade critic was as follows: "Verified."

The whole thing burned us up, so we sent the following letter to Parade:

"Whoever writes for your paper must be a real egotist . . . or a know-it-all. I saw this picture with 18 friends on June 11 and not one agrees with the comment your paper makes.

"Furthermore, I am going out on a limb to predict that this picture will do nothing but excellent business and will please 99 per cent of the paying public.

"Millions cherish the movies as their popular entertainment, and it is a shame that some sour so-called critic is trying to make it impossible for them to enjoy same. It has been demonstrated time and time again that people will patronize something they enjoy and not necessarily what the critics think they should like.

"Your critic is nothing but a Monday morning quarterback, and that never paid off. As a theatre owner for close to 50 years, I'll stake my reputation against this critic. The public will enjoy 'The Sandpiper.' I guess the only way your critic can get any attention is to be out of step.

"You can reprint my letter—if you have the guts."

Needless to say, we have no answer from Parade. They may now join Life Magazine and The Wall Street Journal as publications with whom we have conducted a one-sided correspondence. Unless you pat these fellows on the back, they don't even answer their mail.



**MASTROIANNI**

**meets Lisi...**

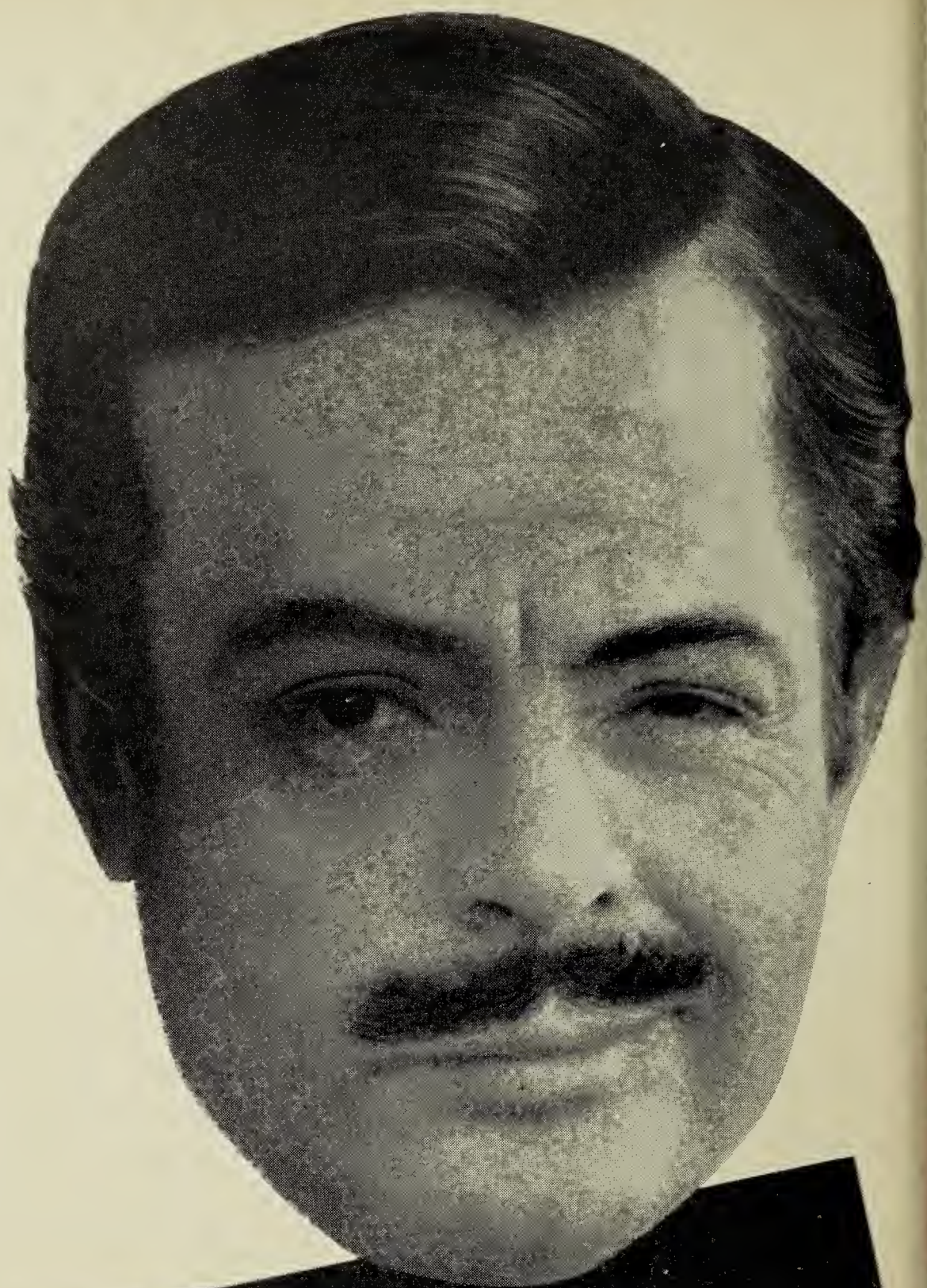
**LISI** meets

**Mastroianni...**

**and the**

**WOW**

**will be heard  
around  
the World!**



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MARISA

**MELL**

ENRICO MARIA

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Executive Producer

**JOSEPH E. LEVINE**



JOSEPH E. LEVINE presents

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CARLO  
PONTI  
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starring

MARCELLO

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in **Color**

and with  
MICHELE  
Produced by  
CARLO  
PONTI  
NA  
ORFEI BEBA LONCAR  
Directed by  
MARIO MONICELLI

C. C. Champion of Rome — Les Films Concordia of Paris Production

An EMBASSY PICTURES Release



# Fabulous Fox Premiere Festival

## Three Top Films Bow As Zanuck Hosts 112 Newsmen In Fun-Filled Eight Days In N.Y.

NEW YORK—Last year, 20th-Fox conducted a unique event to present the story of its three roadshows, which were shooting simultaneously in Europe, to the nation's press. The company airlifted 110 newspapermen to visit the sets and meet the stars of "The Agony and the Ecstasy," shooting in Italy; "The Sound of Music," in Germany; and "Those Magnificent Men in Their Flying Machines," in England.

Results of the elaborate press junket exceeded all expectations as the motion picture industry generally and 20th-Fox in particular gained 110 staunch friends. Newspaper, radio, and television coverage of the trip and the films exploded all over the country, and press clippings were so numerous that whoever was charged with keeping track of them had a bigger job than he could handle.

Darryl F. Zanuck, 20th-Fox president, and the man behind one of the most remarkable success stories in industry history, has now taken the plunge again. Twentieth Fox's Premiere Film Festival Week in New York was the company's answer to the question of just how it would be possible to top the excitement of the European junket.

From the moment that Zanuck officially welcomed 112 newspaper and television journalists from 48 cities in the United States and Canada until the moment that they reluctantly bid farewell to New York, the city rang with the kind of excitement and glamour that only the motion picture industry can provide.

While it is true that 20th-Fox footed the bill and that "Magnificent Men," "Morituri," and "Von Ryan's Express" were the cinematic reasons for the junket, it is sure to prove an invaluable boost for the entire film industry. This was excitement created by moviemakers for motion pictures. It was a noisy, colorful, fun-filled answer to those who might still be under the mistaken impression that the film business was in a declining state. Only a healthy, vital, growing industry could



Mayor Robert Wagner welcomes the press delegation to New York at a reception at Gracie Mansion to launch 20th-Fox's fabulous Premiere Film Festival Week.

generate the energy and joy that marked this Premiere Week, and it will surprise no one if press coverage exceeds even the fantastic figures rung up by the European tour.

You had to be there to believe it, but here is a brief outline of some of the highlights.

Zanuck spoke at a welcoming luncheon held at "21 Club" for the newspapermen, at which Seymour Poe, executive vice-president of 20th-Fox, also spoke. Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation, introduced Zanuck and Poe.

Prior to the luncheon, Gert Frobe and Irina Demick, who star in "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes," and Air Commodore Allen H. Wheeler, aviation advisor for the film, participated in a series of 16mm sound film interviews conducted by the visiting television journalists at the Hotel Astor.

Following the welcoming luncheon, Miss Demick, Frobe, and Air Commodore Wheeler returned to the Hotel Astor for interviews with newspapermen participating in Premiere Film Festival Week.

In the evening, the journalists attended the hit Broadway musical, "Golden Boy," star-

## Fox Gets World Rights To DeLaurentiis' "Bible"

NEW YORK—Darryl F. Zanuck, president, 20th Century-Fox, announced at a Four Seasons press luncheon that the company has acquired world-wide distribution rights to Dino DeLaurentiis' "The Bible."

Although not confirmed, it was reported that the Italian producer was guaranteed a \$15 million minimum as his share of global rentals.

The deal was made in association with Elliot Hyman, Seven Arts.

Present at the announcement were De Laurentiis; director John Huston; Seymour Poe, 20th Fox executive vice-president; Hyman; and 20th-Fox vice-president and advertising-publicity-exploitation director Jonas Rosenfield, Jr.

The Todd-AO 70mm production will have its world premiere in New York City on Sept. 17, 1966, at a theatre to be announced. Its running time will be approximately three hours.

The rights of 20th-Fox to the film are for 15 years from the date of release and include television and all other subsidiary rights.

Zanuck declined to discuss many specifics of the deal, but did say that it involved "an enormous amount of money, perhaps as much as any picture ever cost." Payments are staggered but with a "considerable down payment."

Huston noted that "The Bible" now stands at \$18 million negative cost with about three weeks of work on the film still scheduled. He also noted that no decision had been made on showing of the Todd-AO 70mm film production in the D-150 process, but that tests would be made in a few weeks.

Zanuck stated, "I believe sincerely in the picture and wanted it for my company. In my estimation it is the greatest example of motion picture making I have ever seen. It is my considered estimation that it will outgross in the theatres of the world any motion picture that has ever been made."

Zanuck described the relationship with Seven Arts' Hyman as a "partnership, although not 50-50."

20th Fox has distribution rights world-wide with the exception of Italy, which was reserved by DeLaurentiis, and Israel, Switzerland, Austria, Greece, Portugal, and Spain, the rights to which previously were sold.

ring Sammy Davis, Jr., after dining at the Rainbow Room in the RCA Building.

At midnight, the newspaper and television reporters joined Sammy Davis, Jr., and other leading entertainers at a private midnight supper party at Danny's Hideaway.

Premiere Film Festival Week was launched the day before with a "Back to 1910" party for "Those Magnificent Men in Their Flying Machines" at the Flushing Airport, followed by the American premiere of the Todd-AO-

(Continued on page 25)



Columnist Dorothy Kilgallen and her son Kerry greet Darryl Zanuck, 20th-Fox president, and actress Irina Demick to a reception for the nation's press at her town house.



Marlon Brando meets with press representatives at the Hampshire House for lunch and to discuss his performance in the 20th-Fox adventure drama, "Morituri."

## PHOTO COVERAGE

OF THE FOX FESTIVAL

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## Unger, Goldman Form New Entertainment Complex

LOS ANGELES—A new motion picture industry complex (production, distribution, television, and music) has been formed under the overall name of Encore Films, Ltd. Joint announcement of the formation of the new company was made by Oliver A. Unger, president of Unger Productions, Inc., and Harold Goldman, president of Television Enterprises Corporation, who revealed that their two companies and all their productions and properties will be combined under the Encore Films banner. The firm, with offices in Los Angeles, New York, and Paris, will be involved in all aspects of the motion picture and television industries, including production and distribution.

Initial films to be announced by the new company are two adventure-science-fiction features to be produced in color, with shooting to begin next month at Producers Studio in Hollywood. The features will be co-productions with L.J.L. Productions. These are the first of a schedule of 12 to be produced in 1965 and 1966.

Another branch of the multi-faceted company, its television distribution arm, will release to tv a new group of 20 feature films, many in color, all of which were produced within the last three years.

Other offshoots of the company are Hargo Music (BMI) and Beverly Music (ASCAP), which will publish music from the Encore Films properties.

Formation of the new company marks a reunion of Unger and Goldman, who were associated for many years in motion picture and television distribution and theatre ownership. The pair, in 1950, founded Comet Films, one of the first tv film distribution companies. In 1953, along with Ely Landau, they co-founded National Telefilm Associates, continuing their association with the company when it merged with National General Corp. Unger served as executive vice-president and president of the company, leaving in 1961 to form Home Entertainment Company. In 1963, Unger sold his interest in Home Entertainment Company, a Los Angeles-based pay tv firm, to Subscription Television, Inc. This year, under the Unger Productions banner, he produced six features, representing a negative cost of more than \$5 million. The films will be distributed by Seven Arts Pictures in the U. S. and Canada.

The films are "Ten Little Indians," "The Face of Fu Manchu," "Mozambique," "Coast of Skeletons," "24 Hours to Kill," and "Sandy."

Goldman, who was vice-president in charge of sales, overseeing National Telefilm Associates' global sales organization for eight years, left NTA in 1961 to form his own production and distribution company. He recently sold his interest in Screen Entertainment Co., distributor of feature films for television.

## UA Closes New Haven

NEW YORK—James R. Velde, vice-president and general sales manager in charge of domestic distribution for United Artists, announces that effective July 1, United Artists will close its branch office in New Haven. All New Haven operations, including sales, bookings, and collections, will be handled by the company's Boston branch under the supervision of Burton Topal.

Irving Mendelson, New Haven branch manager, will be transferred to Boston in a sales capacity.

# Warner Announces 38 WB Features In Various Stages Of Preparation

HOLLYWOOD—Jack L. Warner, president of Warner Bros., announced that the motion picture company has 38 productions in preparation to follow the July 1 world premiere of Blake Edwards' "The Great Race," starring Jack Lemmon, Tony Curtis, and Natalie Wood, at the Pantages, Hollywood.

"The Great Race," Technicolor-Panavision comedy extravaganza, was previewed in Hollywood by 350 leading representatives of the world press, radio, and television attending "The Great Race" Jubilee at the Warner Studios.

The 38 Warner Bros. motion pictures listed by Warner are:

"The Third Day," in Technicolor-Panavision, starring George Peppard and Elizabeth Ashley, produced and directed by Jack Smight; "Having a Wild Weekend," starring The Dave Clark Five, produced by David Deutsch and directed by John Boorman; "Inside Daisy Clover," starring Natalie Wood, Christopher Plummer, Robert Redford, Ruth Gordon, Katharine Bard, and Roddy McDowall in a Pakula-Mulligan Production; "Never Too Late," in Technicolor-Panavision, starring Paul Ford, Connie Stevens, Maureen O'Sullivan, Jim Hutton, Jane Wyatt, Henry Jones, and Lloyd Nolan, a Tandem Production being produced by Norman Lear and directed by Bud Yorkin; "Marriage on the Rocks," starring Frank Sinatra, Deborah Kerr, Dean Martin, and Cesar Romero in a Technicolor-Panavision comedy, directed by Jack Donohue and produced by William Daniels; "Battle of the Bulge," first Cinerama production for Warner Bros., starring Henry Fonda, Robert Shaw, Robert Ryan, Dana Andrews, James MacArthur, George Montgomery, Telly Sevalas, Ty Hardin, Charles Bronson, and Pier Angeli, and directed in Technicolor by Ken Annakin for producers Milton Sperling, Philip Yordan, and Sidney Harmon; "Who's

Afraid of Virginia Woolf?," starring Elizabeth Taylor, Richard Burton, Sandy Dennis, and George Segal in Ernest Lehman's production, with Mike Nichols directing; "The Moving Target," starring Paul Newman, Julie Harris, Janet Leigh, Lauren Bacall, Shelley Winters, Pamela Tiffin, Robert Wagner, and Robert Webber, in Technicolor-Panavision, directed by Jack Smight for producers Jerry Gershwin and Elliott Kastner; "A Fine Madness," starring Sean Connery, to be produced by Jerome Hellman; "Any Wednesday," starring Frank Sinatra and Sandy Dennis under Jack Smight's direction; "Day of the Champion," starring Steve McQueen in color and Panavision, to be produced and directed by John Sturges; "Othello," starring Laurence Olivier, to be filmed in Technicolor and Technirama; "A Big Hand for the Little Lady," starring Henry Fonda and Joanne Woodward; "Up the Down Staircase," to be produced by Alan Pakula and directed by Robert Mulligan; "Camelot"; "The Chaplains Raid"; "Wait Until Dark"; "The Weird World of Wes Beattie"; "The Deadly Doll," which will star Troy Donahue and Mimsy Farmer; "Hotel"; "A Noble Profession"; "Poor Richard"; "Malabar"; "The Nightshade"; "Jackson Hole"; "No End of Terror"; "An American Dream"; "A Covenant with Death"; "Planet of the Apes," which Blake Edwards will direct and Arthur P. Jacobs will produce; "The Sentries"; "Seventeenth Summer"; "Speak Not Evil"; "Summer Tour," a Technicolor film; "The Lonely Street"; "Murietta," starring Jeffrey Hunter and Arthur Kennedy in Technicolor-Panavision; "Dead Man's Shoes"; "La Boheme"; and "The Thing at the Door."

In addition to these 38 films, Warner noted that the Academy Award-winning Warner Bros. production of "My Fair Lady" is a continuing reserved-seat presentation, setting records in its engagements throughout the world.

## Indie Producers' Group Expands To Include TV

BEVERLY HILLS, CALIF.—The Society of Independent Producers held a membership and board of directors meeting. President Leon Kaplan presided over the membership meeting, while chairman Samuel Zagon presided over the meeting of the board. The

meetings were well attended by executives and legal counsel, representing the 17 independent producing organizations which make up the Society's membership.

Eugene Arnstein, Society executive vice-president and chief labor negotiator, reported on the current labor negotiations with the Screen Extras Guild and the recently started negotiations with the Screen Actors Guild. Society members accepted and ratified Arnstein's recommendations.

The membership ratified the action of the board expanding the scope of the Society to include television film producers. This move was prompted by numerous inquiries from tv film producers, said Arnstein. The Society will now provide the same span of services for independent tv film producers it provides for independent theatrical film producers, which include representation at the bargaining table, prompt reporting on industry happenings, handling of labor problems and grievances, and representation in any and all matters of general interest to independent producers, such as legislation on the city, county, state and national levels.

Samuel Arkoff and I. H. Prinzmetal were elected to the board of directors.



Film star and corporate director Joan Crawford buys the first 10 shares of the new PepsiCo., Inc., with the help of stock brokerage manager Douglas Milne. PepsiCo., Inc., was formed by the merger of Pepsi-Cola and Frito-Lay.



# Exemption Of Part-Time Employees From Wage Law Requested By Frisch

WASHINGTON—Appearing before a subcommittee of the House Education and Labor Committee, Emanuel Frisch, representing the Council of Motion Picture Organizations, requested exemption of part-time motion picture theatre employees from the provisions of two minimum wage measures being considered by the committee.

Frisch pointed out that he was asking for this exemption not merely because of the economic distress of the industry but because of the unusual nature of its employment problems.

"A substantial percentage of our employees," Frisch declared, "are unskilled, part-time, or temporary workers, who are not dependent upon theatre wages for a livelihood. Almost all the others are full-time employees, such as managers, assistant managers, projectionists, electricians, etc., who receive wages considerably higher than the current federal minimum wage."

Frisch pointed out that if the measures were passed without exemptions for part-time theatre employees, most of these employees would have to be discharged. "Few theatres," he said, "could operate with full staffs under the proposed minimum wage and hour schedules. To replace these temporary employees with permanent help would impose a staggering, if not impossible, financial burden on theatre operations."

Quoting figures assembled by COMPO, Frisch said that the number of part-time employees in all motion picture theatres in the country is approximately 53,000, and that the discharge of an overwhelming majority of these part-time employees could only be averted by having these proposed measures amended to give them exemption. As an alternative, if the committee refused exemption for all part-time theatre workers, Frisch urged that consideration be given to exemption of motion picture theatre employees under the age of 21 and over the age of 60, adding, "I must say this latter recommendation is made with extreme reluctance because we sincerely believe that the exemption of part-time employees is the most effective way of dealing with the problem."

Frisch suggested a definition of part-time workers which he urged should be included in the law. Exemption of students and people who are handicapped, which is already provided for in the existing law, is unworkable, Frisch said, because of the great amount of time consumed in obtaining such exemptions from the Department of Labor.

Frisch also asked that motion picture theatre employees be exempt from the provisions of time and a half and double-time pay for overtime work. He declared that by the nature of their employment, theatre employees could not be broken up into shifts to prevent overtime.

The hearing was held in the subcommittee room in the Rayburn House Office Building. Representative James Roosevelt of California is chairman of the subcommittee, whose members are Representatives Edith Green (Ore.), John H. Dent (Pa.), Roman C. Pucinski (Ill.), Dominick V. Daniels (N. J.), Augustus F. Hawkins (Calif.), Charles E. Goodell (N. Y.), Dave Martin (Neb.), and Alphonzo Bell (Calif.).

The hearing also was attended by LaMar Sarra, Florida State Theatres, co-chairman



Bobbi Shaw, star, American International's "Beach Blanket Bingo," as she appeared on Times Square on Old Newsboys Day selling the Variety Club Tent 35 edition of the N. Y. Journal-American to help erect a Children's Heart Center at N. Y. Medical College-Flower and Fifth Avenue Hospitals.

## Variety Honors Autry With Humanitarian Award

BEVERLY HILLS, CALIF.—Leading figures of the civic, entertainment, sports, and business worlds joined with Variety Club of Southern California, Tent 25, in honoring Gene Autry for his many charity deeds and services over the years.

Autry was given the Variety Club's "outstanding humanitarian services award" in luncheon ceremonies at the Grand Ballroom of the Beverly Hilton Hotel, attended by over 500 of his friends and associates, past and present. The award was conferred upon Autry by club chief barker James H. Nicholson, with Pat Buttram and Johnny Grant acting as co-masters of ceremonies.

Nicholson, in presenting the honor to the former western movie star and present hotel executive and sportsman, paid tribute to Autry's many thousands of unpublicized good deeds for unfortunates over the years. He specially cited a gift to the City of Hope of an entire hospital wing for heart research.

During his film career, the club head said, "Gene quietly nurtured the growth of hundreds of still-existent boys clubs bearing his name all over America. His success as an actor, businessman, soldier, and film pioneer sets a personal example for citizenship and exemplary conduct to all."

Among those present at the awards luncheon were Los Angeles Mayor Samuel Yorty; members of Autry's Los Angeles Angels baseball team, headed by general manager Fred Haney; Mickey Mantle and Roger Maris, New York Yankees; Herbert J. Yates, former head of Republic Studios; members of Los Angeles sports writing corps, and other associates.

Variety Club officials present were, in addition to Nicholson, Fred Stein, Alfred S. Lapidus, Herbert L. Copelan, Allan J. O'Keefe, Ezra E. Stern, William H. Thedford, and Robert H. Benton.

of the COMPO Minimum Wage Campaign Committee; Ed Cooper, MPAA Washington office; and Charles E. McCarthy, executive vice-president of COMPO.

## Whitehall, Ohio, Grants Community Antenna License

COLUMBUS, O.—First central Ohio community to grant to license for community antenna television is Whitehall, eastern suburb of Columbus with 26,500 population and nearly 8,000 homes. City Council approved an ordinance granting the franchise to Multi-Channel Cable Co., Portsmouth, Ohio.

The system is expected to be in operation by Christmas, said Paul J. Setters, company representative. The 20-year contract guarantees at least eight channels, including a music and public service channel. Setters said he hopes there eventually will be 12 channels.

Service will cost Whitehall customers \$5 per month, plus a \$10 installation fee. Multi-Channel will pay \$2 per installation per year to the city. Revenue potential per year to Whitehall is estimated at \$14,200.

Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, voiced objections to the ordinance. He said the 20-year license period was too long; attacked what he called the low guarantee; hit the lack of provision which would prevent the Whitehall system from being hooked up with other cities; attacked lack of prohibition against "unsightly" poles and cables; and cited the ignoring of the role of the Federal Communications Commission in regulatory matters.

City Council of Jackson, Ohio, took under advisement ordinances presented for CATV franchises by the Jackson County Cable Co., Jackson, and Tower Antenna, Inc., Coshoc-ton, Ohio.

## T-L Shows Space Walk

NEW YORK—By special arrangement, the Trans-Lux 49th Street newsreel theatre on Broadway, one of three theatres in the U. S., is privileged to show the history-making color movies taken by Major James A. McDivitt and the National Aeronautics and Space Administration's official photographers.

Highlights of the near 98-hour venture into outer space permit the viewer to peek into the space capsule as the astronauts are strapped into the Gemini IV and thanks to the 16mm cameras mounted on the inside and the outside of the spacecraft, to follow every movement and every step of Major Edward H. White's walk in space.

## AA Reports Loss

NEW YORK—Allied Artists Pictures Corporation reported a net loss of \$1,512,000 for the 39 weeks ended March 27, 1965, in the operations of the company and wholly-owned subsidiaries. This compares with a loss of \$161,000 for the corresponding period of the previous year.

The current figure, shown by the books without audit, includes a previously reported \$352,000 write-off of story properties made in the 26-week period ended Dec. 26, 1964. The gross income for the 39-week period ended March 27, 1965, amounted to \$6,926,000, as compared to \$11,017,000 for the same period in the previous year.

## Century's Benefit Bow

PARAMUS, N. J.—Leslie R. Schwartz, president of Century Theatres, announced that the entire proceeds of the premiere opening of Century's new Paramus Theatre tonight (June 30), will be donated to the Paramus Parent Teacher Council scholarship fund.





Dear Exhibitors,

What better way to  
say full-speed ahead and  
thank you than by keeping  
the product rolling and  
the boxoffice humming.

Best Wishes,  
Jack Warner







Warner Bros. Pictures Presents Jack Lemmon, Tony Curtis, Natalie Wood in Blake Edwards' "THE GREAT RACE" Co-starring Peter Falk • Keenan Wynn • Guest Stars—Arthur O'Connell, Vivian Vance, Dorothy Provine, Larry Storch, Ross Martin • With Marvin Kaplan • Technicolor • Panavision Music by Henry Mancini • A Patricia-Jalem-Reynard Production • Screenplay by Arthur Ross Producer—Martin Jurow • Director—Blake Edwards



# WARRIORS







"BATTLE OF THE BULGE" In Cinerama and Technicolor • Starring Henry Fonda, Robert Shaw, Robert Ryan, Dana Andrews, James MacArthur, George Montgomery, Pier Angeli, Telly Savalas, Ty Hardin, Charles Bronson • Director—Ken Annakin  
Producers—Milton Sperling, Philip Yordan and Sidney Harmon



**CINERAMA**

PRESENTS

**BATTLE  
OF THE  
BULGE**







# THE THIRD DAY

Starring George Peppard, Elizabeth Ashley  
Co-starring Roddy McDowall, Arthur O'Connell,  
Verna Washbourne, Herbert Marshall  
Technicolor and Panavision  
Produced and Directed by Jack Smight  
Screenplay by Burton Wohl  
and Robert Presnell, Jr.  
From the novel  
by Joseph Hayes  
Music by  
Mercury Faith



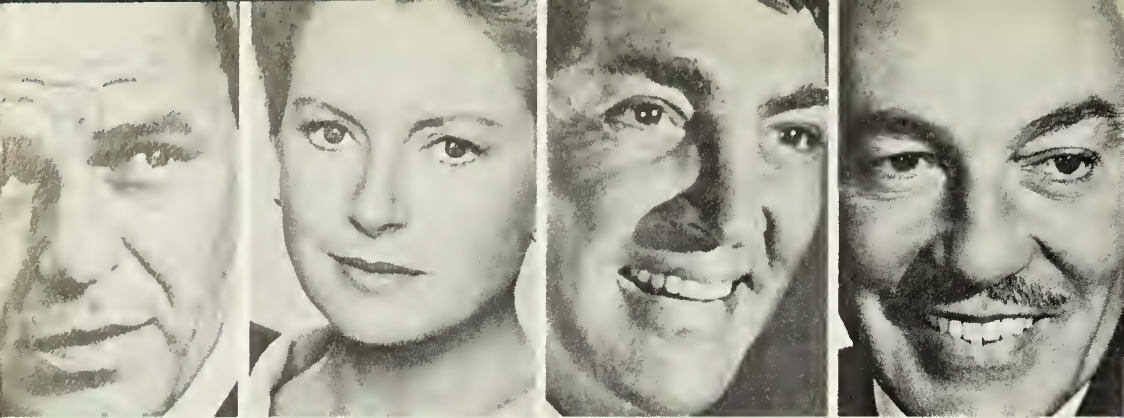
# OTHELLO

Starring Laurence Olivier  
in an actual performance  
as presented by the  
National Theater  
of Great Britain  
Technicolor and  
Technirama



\*\*\*\*\*  
**Special  
Event!**  
\*\*\*\*\*





# MARRIAGE ON THE ROCKS

Starring Frank Sinatra, Deborah Kerr,  
Dean Martin, Cesar Romero  
An Artanis Production  
Technicolor and Panavision  
Director—Jack Donohue  
Producer—William Daniels  
Original screenplay  
by Cy Howard  
Music by  
Nelson Riddle



# HAVING A WILD WEEKEND

Starring The Dave Clark Five, Barbara Ferris  
Producer—David Deutsch  
Director—John Boorman  
Screenplay by Peter Nichols







# INSIDE DAISY CLOVER

Best  
Seller

Starring Natalie Wood, Christopher Plummer,  
Robert Redford, Ruth Gordon, Katharine Bard,  
Herbert Helms, Roddy McDowall, Paul Hartman  
Pakula-Mulligan Production • Technicolor  
Panavision • Producer—Alan Pakula  
Director—Robert Mulligan • Screenplay  
by Gavin Lambert, from his own novel  
Music by Andre Previn



# NEVER TOO LATE



Starring Paul Ford,  
Connie Stevens,  
Maureen O'Sullivan,  
Jim Hutton, Jane  
Wyatt, Henry Jones,  
Lloyd Nolan • Producer—  
Norman Lear  
Director—Bud  
Yorkin • From the  
Broadway play  
by Sumner  
Arthur Long  
Screenplay by  
S. A. Long  
Technicolor and  
Panavision  
A Tandem Production

Hit  
Play!







# WHO'S AFRAID OF VIRGINIA WOOLF?

Starring Elizabeth Taylor, Richard Burton,  
Sandy Dennis, George Segal  
Director—Mike Nichols  
Produced and Written by Ernest Lehman  
From Edward Albee's play







# ANY WEDNESDAY

Starring Frank Sinatra, Sandy Dennis  
Director—Jack Smight  
From the play by Muriel Resnick,  
Now in its third year on Broadway




# A FINE MADNESS

Starring Sean Connery  
Producer—Jerome Hellman  
From the novel by  
Elliott Baker



# DAY OF THE CHAMPION



Starring Steve McQueen  
Produced and Directed by John Sturges  
Screenplay by Edward Anhalt  
In Panavision and color  
Production Consultant—Stirling Moss  
Technical Advisor—Sir John Whitmore

# THE MOVING TARGET



Starring Paul Newman, Julie Harris,  
Janet Leigh, Robert Wagner, Robert  
Webber, Lauren Bacall, Shelley Winters,  
Pamela Tiffin • Screenplay by William  
Goldman • From the novel by Ross  
MacDonald • Producers—Jerry Gershwin  
and Elliott Kastner • Director—Jack Smight





**THE CHAPLAINS RAID** From the novel by Ric Hardman

**WAIT UNTIL DARK** From the forthcoming play by Frederick Knott

**THE WEIRD WORLD OF WES BEATTIE** From the novel by John Norman Harris



**THE DEADLY DOLL** Starring Troy Donahue and Mimsy Farmer in the suspense story by Henry Slesar



**A NOBLE PROFESSION** From the novel by Pierre Boulle

**HOTEL** From the novel by Arthur Hailey



**POOR RICHARD** From the play by Jean Kerr

**A BIG HAND FOR THE LITTLE LADY** Starring Henry Fonda and Joanne Woodward

**THE NIGHTSHADE** From an original screenplay

**MALABAR** From the novel by Berkeley Mather



**UP THE DOWN STAIRCASE** Producer Alan Pakula • Director Robert Mulligan  
From the novel by Bel Kaufman

**JACKSON HOLE** From the novel by Giles Lutz

**NO END OF TERROR** From the novel by Rubin Weber

**AN AMERICAN DREAM** From the novel by Norman Mailer







**CAMELOT** From the musical by  
Alan Jay Lerner and Frederick Loewe



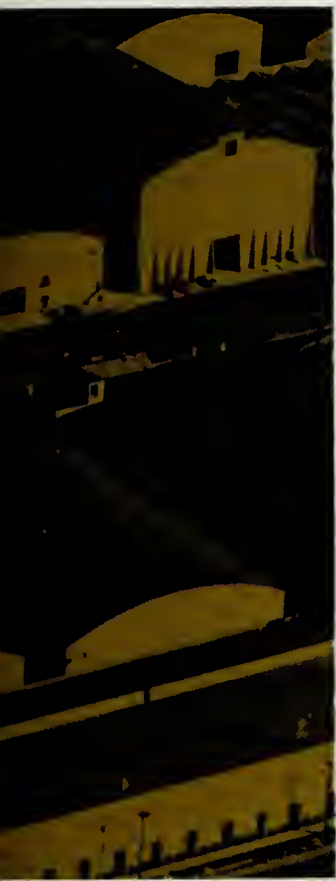
**A COVENANT WITH  
DEATH** From the novel by Stephen Becker

**PLANET OF THE APES**  
Producer Arthur P. Jacobs • Director  
Blake Edwards • From the novel by Pierre Boulle



**THE SENTRIES** From the  
novel by Evan Hunter

**SEVENTEENTH SUMMER**  
From the novel by Maurine Daly



**SPEAK NOT  
EVIL** From the novel  
by Edwin Lanham

**SUMMER  
TOUR**  
From an original screenplay  
Technicolor

**THE LONELY  
STREET** From an  
original screenplay

**MURIETA**  
Starring Jeffrey Hunter and  
Arthur Kennedy • Technicolor • Panavision

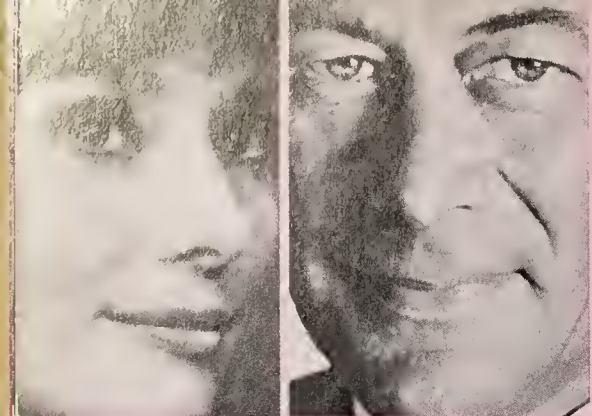
**LA BOHEME** As performed  
at La Scala Opera House

**DEAD MAN'S SHOES**  
From an original screenplay

**THE THING AT  
THE DOOR** From an  
original screenplay







AND STILL THE FAIREST  
LADY OF THEM ALL—  
WINNER OF 8 ACADEMY  
AWARDS INCLUDING THE  
BEST PICTURE OF THE YEAR

# my Fair LADY



Warner Bros. Pictures Presents "MY FAIR LADY" Starring Audrey Hepburn • Rex Harrison  
Co-starring Stanley Holloway, Wilfrid Hyde-White, Gladys Cooper, Jeremy Brett

Theodore Bikel • Technicolor • Super Panavision 70 • From the play by Bernard Shaw  
Production and Costumes by Cecil Beaton • Choreography by Hermes Pan • Music Supervised  
by Andre Previn • Based upon the play "My Fair Lady" • Book and Lyrics by Alan Jay Lerner • Music  
Frederick Loewe • Screenplay by Alan Jay Lerner • Producer—Jack L. Warner • Director—George Cukor



## FOX FESTIVAL

(Continued from Page 10)

DeLuxe Color attraction at the DeMille Theatre for the benefit of the National Reserve Officers Association and a champagne supper party hosted by the NROA at the Hotel Astor.

After this, the focus shifted from "Magnificent Men" to "Morituri," and the scene shifted to the Concord Hotel, Kiamesha Lake, N. Y. Trevor Howard and Janet Margolin, who star in "Morituri," producer Aaron Rosenberg, and director Bernhard Wicki were interviewed by newspapermen and television reporters, and were joined back in New York at a "Morituri" luncheon by star Marlon Brando.

Prior to the newspaper and 16mm sound film interviews for television with the "Morituri" stars, the newspapermen attended the world press preview of "Morituri," which was held Sunday night at the Rialto Theatre in Monticello.

In attendance at the preview were Raffaella Carra, who stars in "Von Ryan's Express"; Raquel Welch, star of "Fantastic Voyage"; Miss Margolin, Howard, Wicki, and Rosenberg.

That night, the journalists were entertained at the Concord night club by comedian Dick Shawn.

Following a two-day round of press activities at the Concord, newspapermen and television reporters returned to New York where they heard 20th-Fox president Darryl F. Zanuck announce the company's acquisition of world-wide distribution rights to "The Bible." (See separate story.)

In the evening, the scene shifted to Toot's Shor's famed restaurant, where a private dinner party for the visiting press was hosted by Frank Sinatra, Joey Bishop, Dean Martin, and Sammy Davis, Jr. Sinatra was in New York to attend the world premiere of his latest 20th-Fox film, "Von Ryan's Express."

After the dinner party, the press saw a performance of "The Subject Was Roses," this year's Pulitzer Prize-winning play which also won the New York Drama Critics Award for the 1964-65 season. Following the performance, the newspapermen went backstage to greet the cast.

The world premiere of "Von Ryan's Express" and a post-premiere champagne supper party were the closing highlights of Premiere Film Festival Week.

The premiere of "Von Ryan's Express," at Loew's State Theatre, was attended by Sinatra and Miss Carra, who star in the film; producer Saul David; Zanuck; Poe; Soupy Sales; John Huston; Alan King; Nancy and Tina Sinatra; Trini Lopez; Miss Demick; Tony Perkins; Miss Welch, and other dignitaries from the entertainment field, society, government, and the diplomatic corps. The premiere was held for the benefit of the National Cystic Fibrosis Research Foundation.

The supper party, held in the Grand Ballroom of the Hotel Astor, was marked by the presentation to Sinatra by Mayor Robert F. Wagner of the Helping Hand Citation awarded by the Cystic Fibrosis Foundation. The event also featured an all-star show.

Prior to the premiere, the journalists attended a dinner at Sardi's restaurant.

The final day of Premiere Film Festival Week began with press interviews with Miss Carra, David, and Edward Mulhare, who also stars in "Von Ryan's Express."

Following a luncheon at LaScala Restaurant, they returned to the Hotel Astor for a series of 16mm sound film interviews for television.

# Diary of a FOX Junketeer

By Mel Konecoff

(CONTINUED IS A RAMBLING ACCOUNT OF THE JUNKET KNOWN AS 20TH-Century-Fox's Premiere Film Festival Week, which concluded last week as 112 newspapermen and television reporters departed for their home bases in the U. S., Canada, and elsewhere after eight days that will long be remembered. They had a chance to see New York and its highlights as few visitors have.)

**FRIDAY: THE GROUP TOOK OFF IN THE MORNING FOR A VISIT AND TOUR of the World's Fair for which the Ford Motor Company acted as co-host. On the schedule were the Ford Pavilion, the Spanish Pavilion, the African Pavilion, Kodak, Johnson's Wax, and General Electric. Upon returning, they were guests at a reception at Mayor Wagner's home, Gracie Mansion, where he extended an official welcome. Conscientious and talented artist Doug Kingman hosted a special Chinese feast at the Sun Luck Imperial Restaurant, and the day's activities concluded with a visit to Sybil Burton's discotheque, Arthur.**

**SATURDAY: BREAKFAST WAS SERVED IN THE EXECUTIVE DINING ROOM OF Macy's after which a special tour of the store was in order. Incidentally, the day before the arrival of most of the guests, Macy's took a full page ad in the N. Y. Times to talk about New York, the program of the Festival, the pictures, and the store itself, naturally. This was a neat touch.**

Also on the program for the day was a visit to the Hampshire House and lunch with Marlon Brando and producer Aaron Rosenberg to discuss "Morituri," take pictures, and gather interview material. That evening, the newsmen attended a progressive party which began at the town house of columnist and tv personality Dorothy Kilgallen and worked its way 'round to Fonda Del Sol, Tavern-On-The-Green in Central Park, and Trattoria.

We were a little disappointed at Macy's stinginess in not providing each visitor with a small gift certificate with which to buy a souvenir of the big city. We were so upset that we went and bought something at Gimbels. Brando proved quite cooperative, meeting with individual groups at lunch and moving from table to table. He couldn't be around the next day because he was going back to the coast so that he could be with his son on Father's Day. Sort of gets you right in the heart.

**SUNDAY: THIS PROVED TO BE NO DAY OF REST BUT RATHER ONE OF TRAVEL, with the mob heading for the Catskill Mountains and a resort known as The Concord, where the borscht flowed like water.**

There, after the group settled in, they attended a reception and the world press preview of "Morituri" starring Marlon Brando, Janet Margolin, Trevor Howard, etc., at the Rialto Theatre in nearby Monticello. Now, we wouldn't say that A. Lincoln used to catch Saturday matinees there, but some of the piles of gum on the seats, and floor looked and felt pretty old. We sat in back of Trevor Howard, and we can attest to the fact that he pays attention during a film's unreeling. Back to the hotel where Dick Shawn headlined a stage show. He mentioned the group but couldn't remember who released "It's A Mad, Mad, Mad, Mad World," in which he had a featured role.

**MONDAY: AVAILABLE FOR INTERVIEWS AROUND THE POOL WERE JANET Margolin, a sweet gal and a good actress, and Raffaella Carra, who is in "Von Ryan's Express." We were told that "Morituri" producer Aaron Rosenberg would be available as well, but we couldn't locate him. Someone said that they spotted a Rosenberg look-alike in the back woods, so we hired a horse at the riding stable, a noble steed, and for an hour searched up hill and down dale calling for Rosenberg. One man and a girl he claimed was his niece came out of the woods. Wrong Rosenberg. Considerably wiser and tender in certain areas, we decided to give up the search. Rosenberg could have his privacy if that's the way he wanted it.**

**TUESDAY: BACK IN THE BIG CITY, A GATHERING OF THE CLAN WAS IN order at the Four Seasons, where DFZ announced that deal had been concluded with Dino De Laurentiis to distribute "The Bible" worldwide except for a few previously sold countries. (See details elsewhere.) That evening, it was on to Toots Shor's, where Frank Sinatra (star of "Von Ryan's Express") and Trini Lopez dropped in for a few minutes. The play, "The Subject Was Roses," was visited by the Festival guests with the cast making with special greetings after the curtain came down.**

**WEDNESDAY: LUNCHEON AT LA SCALA AND INTERVIEWS WITH CARRA AND producer of "Von Ryan's Express" Saul David. Dinner at Sardi's and then came the world premiere of "Von Ryan's Express" at Loew's State. This was followed in turn by a party at the Astor Hotel.**

**Thursday: Everybody home.**

WE THINK THAT SOME OF THE PEOPLE WHO WERE DOING THEIR BEST TO BE helpful aside from the top executives of the company should receive honorable mention, in addition to the overtime. Our list includes Arthur Manson, Mort Segal, Rodney Bush, John John, Alan Bader, Ted Albert, Joel Coler, Mike Shapiro, Frank Neill, Mike Hall, Monroe Friedman, and Joe Angrisani. Incidentally, we never did find out why they wanted to know what our favorite type of booze was.

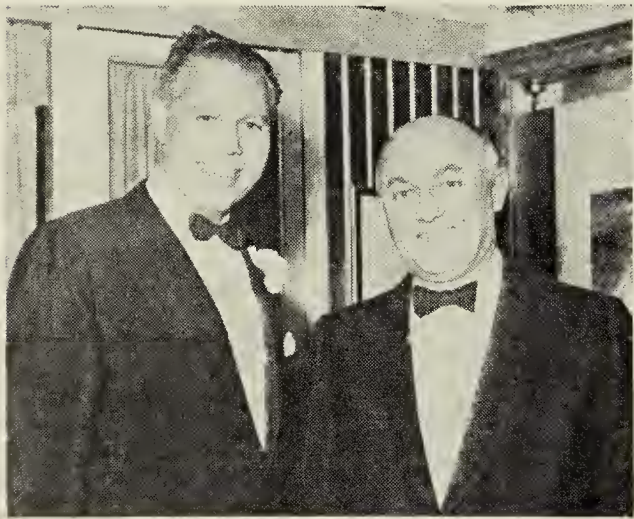
**POSTSCRIPT: THIS FESTIVAL IS AN EVENT THAT WILL LONG BE REMEMBERED by Fox, the visiting press, the local press, and the city of New York. Our imaginary hat is doffed to the guiding lights at Fox; who have displayed again vision and foresight and who are not adverse to spending a dollar or two, or even a hundred thousand of 'em, to properly sell the company's product.**



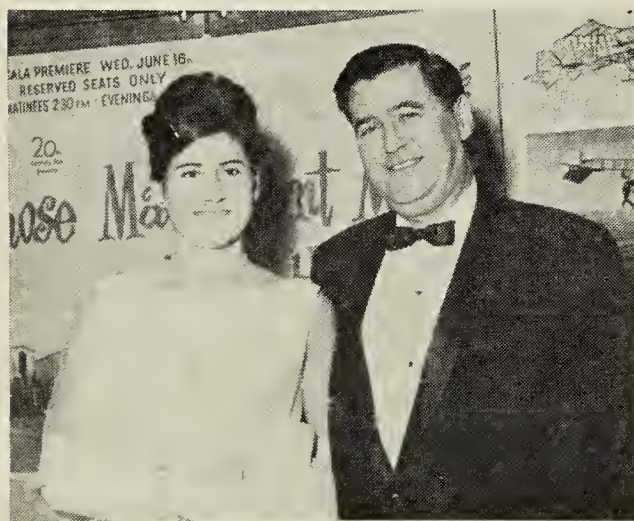


Crowds gather in front of the DeMille Theatre on Broadway for the premiere of "Those Magnificent Men In Their Flying Machines."

## Foto Features of Fox Fun-Filled Festival



Walter Reade, Jr., and Fox executive vice-president Seymour Poe (top) and Fox vice-president Jonas Rosenfield, Jr., escorting his daughter, attend De-Mille premiere.



■ IT HAS BEEN SAID that all the glamour has left the motion picture industry. Those who are old enough look back at the festivities and color that brightened the film premieres of yesteryear and mourn the fact that things have changed.

Maybe things have changed, but someone forgot to tell 20th-Fox about it. For the second consecutive year, the film company under President Darryl Zanuck invited more than 100 of the nation's top newspaper and television journalists to see for themselves what Fox has in store for the moviegoers of the world. Last year, the junket took them to Europe. This year, they came to New York.

Eight days were filled to overflowing with parties, interviews, film premieres, luncheons, dinners, shows, resort visits, and a host of other activities. Three Fox features, "Those Magnificent Men In Their Flying Machines," "Morituri," and "Von Ryan's Express," will reap the lion's share of the publicity, but the real winner will be the motion picture industry.



Gert Frobe, featured in "Magnificent Men," and his wife enjoy the premiere along with Darryl F. Zanuck, Fox president, and Irina Demick, also featured in the film.



Reporters arrive by helicopter at 1910 style party at airport.



Red Buttons judges a beauty contest of gals dressed in the latest 1910 fashions.





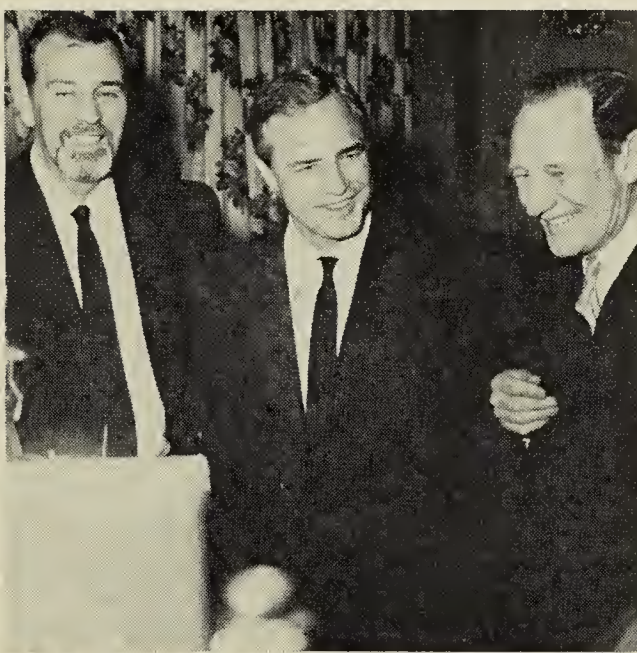
A happy crowd awaits the celebrities at a sneak preview showing of "Morituri" at the Rialto Theatre, Monitcello, N. Y.



Excitement sweeps the Great White Way as "Von Ryan's Express" opens at Loew's State.



Seen at the "Morituri" sneak are producer Aaron Rosenberg; Mr. and Mrs. Leo Wiener, owners of the Rialto; "Morituri" co-star Janet Margolin; and director Wicki, all available to the press delegation.



Director Bernhard Wicki and stars Marlon Brando and Trevor Howard enjoy a luncheon and interview session. Wicki and Brando discussed "Morituri," while Howard is co-star of "Von Ryan's Express."



Frank Sinatra escorts his lovely daughters, Nancy (left) and Tina to the premiere of "Von Ryan's Express," which closed out 20th-Fox's glittering Premiere Week.



At right, Raffaella Carra, featured in "Von Ryan's Express," enjoys the festivities at a post-premiere party at the Astor Hotel with the film's producer, Saul David, and the press contingent.

Below, Arthur Tolchin, Loew's Theatres, attends the Loew's State premiere and chats with Mr. and Mrs. Joseph Sugar (he's 20th-Fox vice-president).



A party at New York's famous restaurant, "Danny's Hideaway," drew a host of celebrities, and seen are Sammy Davis, Jr., and Carol Channing, with Mr. and Mrs. Frobe.





# Your Place In The Country

By Al deProspero  
associate editor



SARANAC LAKE, N. Y.—There's only one road to the industry's own Will Rogers Hospital and O'Donnell Research Laboratories and you can't find it alone. Some people know this even before they cover the last mile of winding road from the town of Saranac out to the hospital. For others, the magic of Will Rogers takes longer to work. But all who make the pilgrimage—as healer, scientist, worker, or patient—know finally that the road through this wooded Adirondack country was blazed by the spirit of dedicated men.

If you should have occasion to come, you would probably fly the 250 miles of gently rolling mountains, finger lakes and small towns that separate Will Rogers from bustling New York. The lake itself is 1500 feet above the humid Atlantic coastline. A few deep breaths and you would know why this country is famed as a health resort and, more

recently, summer vacationland.

Before air travel took over, trains brought daily cargoes of asthmatics, tuberculars, and others afflicted with respiratory diseases to the many sanitariums hidden by these beautiful woods. Today, affluent tourists outnumber the sick and many of the hospitals are in the process of closing or already shut down.

In 1948, your hospital faced the same crisis; patient population had shrunk, operating funds were scarce, and general condition of the hospital indicated Will Rogers might be abandoned. At this critical moment, a group of industry executives, mobilized by the late A. Montague, then vice-president of Columbia Pictures, and Gus Eyssell, executive director of Radio City Music Hall, committed themselves wholeheartedly to the task of making Will Rogers the finest research and treatment center for respiratory diseases in the world.

In less than 20 years, the pledge of the late R. J. O'Donnell, for whom the Hospital's research laboratories are named, to provide a research facility unexcelled in the field of respiratory disease has largely been fulfilled. But as long as the spirit of its mentors endures, we cannot say enough has been done.

There is a sense of urgency at Will Rogers today. Years of painstaking basic research have given its staff the means by which significant breakthroughs in the study and treatment of major cripples such as emphysema and asthma are well within reach. Publication of discoveries made in the O'Donnell labs, news of a promising tuberculosis vaccine, an outstanding clinical record have already earned Will Rogers laurels from the world medical community.

To carry on, the clinical and research staffs have offered you a distinct challenge. An expensive electron microscope is needed badly; more lab space must be created each year to accommodate ever-expanding research projects; doctors and scientists, students and patients must be provided for. This is the task that must be impressed on every member of the entertainment industry, regardless of station or rank.

"Our own" continue to arrive at the famed Tudor mansion houses that comprise one of the most unusual and best medical centers in the world. There are no charges at Will Rogers; patient care is entirely free for you or anyone in your immediate family. Whether you come to this remote haven as patient or member of the board, you will learn that "care" at Will Rogers means an experience that few forget and none can repay.

Last year, only 5,191 theatres out of the 17,500 operating in this country took up audience collections for Will Rogers. That's not even one out of three. The same odds apply to another consideration; that better than one out of three of us will face the ordeal of lung cancer, emphysema, tuberculosis, bronchial disease, heart disease, or one of the other chest diseases treated at Will Rogers. To those who must face the question of "where do I go?," Will Rogers offers the best you can get.

Think it over. You have "A Place In The Country."



Will Rogers guests leave one of three F-27 courtesy jets to Saranac Lake supplied by Carbon Products Division of Union Carbide Corp. Planes made two trips each to accommodate the record number of guests.



# Record Million For Will Rogers Pays Off With Research Dividends

LAKE PLACID, N. Y.—Solid accomplishments on all fronts were presented throughout the three-day annual meeting of directors and staff of the Will Rogers Hospital and O'Donnell Memorial Research Laboratories held here recently.

Important to the continuation of its high standards in patient care and academic medicine was the announcement of a record income year, which showed \$1,083,645 received from April 1, 1964 to March 31, 1965, including \$983,249 from fund raising activities under the direction of retiring national campaign chairman Henry "Hi" Martin.

Ned. E. Depinet, president, Will Rogers Memorial Fund, expressed the gratitude of the more than 100 entertainment-communications industry executives gathered for the closing session at Whiteface Inn here "for this successful drive—and also the one before it which laid the groundwork for fulfillment. We thank "Hi"—and the men of the Universal Pictures Organization, and the sales managers of all the major companies, for their creative thinking and active attack."

Both Martin and this year's national campaign manager, Morris Lefko, MGM vice-president and general sales manager, assured the group that even better results would be achieved in 1965-66.

## Improved TB Vaccine

An earlier report by Morris Dworski, director of the clinical laboratory, revealed that an improved TB vaccine has been developed which, if proven as effective as anticipated, will considerably broaden the applications of the existing BCG type tuberculosis vaccines now in use. This development, representing research spread over a ten year period and credited to Dworski, may make possible the immunization of those living where there is a high incidence of TB.

Industryites also heard a detailed report by the research staff to the effect that Will Rogers' scientists have discovered analytical techniques which promise a significant breakthrough in emphysema research. With their newfound ability to isolate component layers of the connective tissues, Will Rogers scientists hope to get to the cause of chemical changes which can make this vital tissue lose its elasticity.

Visiting directors and guests were shown a laboratory area in which such tissue is being analyzed to determine changes over various periods in a normal lifespan.

In the closing hour of this year's memorable directors meeting, the 100 industry leaders present rose in a standing ovation to an American doctor who had come from Haiti to address them.

The physician, Dr. H. M. Vandiviere of the Haitian-American Tuberculosis Institute of North Carolina, had just reviewed the pressing need for medical treatment in this island republic off our southern shore. With virtually every adult Haitian affected by the rampant TB epidemics, the audience realized full well the significance of Dr. Vandiviere's announcement that a massive field test of the improved TB vaccine developed at Will Rogers by Morris Dworski was about to begin in Haiti.

Since their arrival two days before, the

group had heard similar reports by the research, clinical and teaching staffs that indicated the tremendous value of this, their medical center, to all of humanity.

At the first medical meeting, Dr. L. Fred Ayvazian, medical director; Dr. Edgar Mayer, medical advisor to the board; Dr. Irving Kass, associate medical director; Dr. Verne Hospelhorn, research associate; Morris Dworski, director of clinical laboratories, and others summarized the results of an outstanding year of treatment, teaching and research.

Other research centers have hailed the new technique developed by Will Rogers for isolating the enzyme, collagenase, which strips collagen from the connective tissues of the lung, aorta, and other organs, enabling examination of the remaining materials.

With indicated approval of the new TB vaccine, Dworski has also received inquiries from more than 100 countries, including many from behind the Iron Curtain. The vaccine, known as the Dworski INH Resistant BCG Vaccine is being put to a two-year field test on humans in a TB epidemic area of Haiti. This country, according to doctors, was selected for the test for the reason that it presents practical geographical conditions for isolating a TB epidemic area, thus setting up ideal conditions for controlled observation.

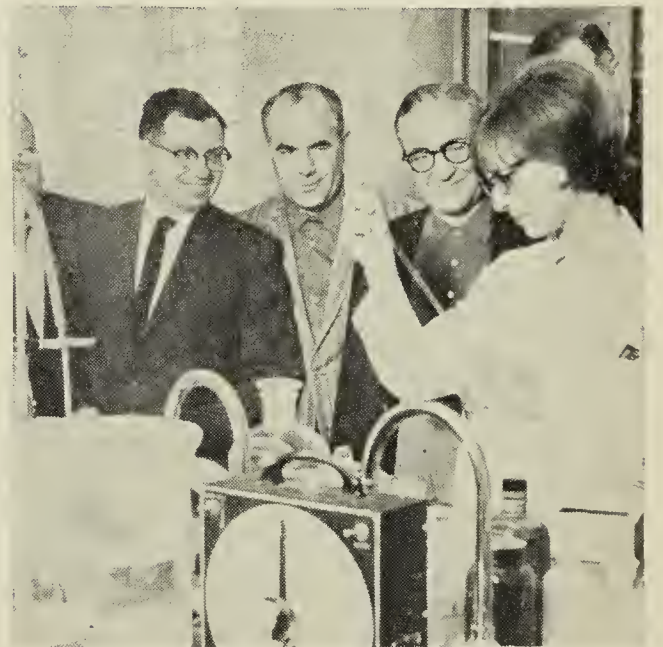
The test is being made with the cooperation and supervision of Dr. H. M. Vandiviere.

It was also reported that recent studies show a widening gap between the supply of medical personnel in this country and the demand for their services. Large numbers of young men with a scientific bent are being attracted to sciences other than medicine, and the Will Rogers Summer Seminars are designed to help supply our nation with tomorrow's top medical men. Under the program, gifted pre-doctoral and post-doctoral students from medical schools and graduate

(Continued on page 30)



Dr. H. M. Vandiviere, of Haitian-American Tuberculosis Institute, addresses Will Rogers directors. The American physician has lived in Haiti for several years assisting in a much-needed program of public health.



Technician in O'Donnell laboratories explains test to (L to R) Arthur Reiman, UA, Ontario; Jack Zide, Variety Tent Five, Pittsburgh; and Ralph F. Clark, Man-of-Year, UA San Francisco.



Richard Walsh, Ned E. Depinet, Sam Rosen, "Hi" Martin, Morris Lefko, Eugene Picker, and Rube Jackter join in ground breaking ceremony on site of new Montague Medical Library and Study Center at Will Rogers Hospital.



# MGM's Lefko Says Blockbuster Biz Indicates Record Summer Grosses

NEW YORK—"This could well be the most successful summer in the history of Metro-Goldwyn-Mayer," said Morris Lefko, MGM vice-president and general sales manager here. "While the peak boxoffice period is ahead of us, we are greatly encouraged by the excellent business now being rerorded by the films we have in current release, not just in isolated situations, but throughout the United States."

Lefko, said, "We were fortunate to begin our late spring schedule with three major films booked consecutively at Radio City Music Hall: 'Operation Crossbow,' 'The Yellow Rolls-Royce,' and 'The Sandpiper.' We were thus assured of prime playing time from the Easter holiday period through a major portion of the summer when the Music Hall traditionally attracts its peak business."

He stated that "Operation Crossbow," Easter attraction at the Music Hall, "has fulfilled our belief that it is a film of exceptional quality and entertainment values. In its six week engagement at the Hall it grossed \$1,003,000. Scheduled to open throughout the country in leading theatres during the coming weeks, 'Operation Crossbow' has the potential not only to establish new MGM boxoffice records, but records for our entire industry."

He also said "The Yellow Rolls-Royce," which followed "Operation Crossbow" at the Music Hall, shows every indication of ranking among the top grossing MGM films to play that theatre. Now in its seventh week, it has grossed \$1,135,611 and continues to show excellent sustaining strength.

"In its initial engagements throughout the country," Lefko said, "'The Yellow Rolls-Royce' appears to be following the same successful trend that was established at the Music Hall. For example, at the Goldman Theatre in Philadelphia, the film grossed \$31,988 in the first week of its engagement to place it well ahead of figures in comparable

houses for 'The Unsinkable Molly Brown,' which was a tremendous world-wide success last summer; 'The Night of the Iguana,' 'The V.I.P.s' and 'Butterfield 8.' This same trend of successful 'Yellow Rolls-Royce' openings has continued in Atlantic City, Washington, D. C., Baltimore, Detroit, Cincinnati, Ann Arbor and St. Louis," he said, adding that major openings will continue throughout the prime summer months.

Lefko said "The Sandpiper" has not only generated great excitement within our company, but has created an almost unprecedented amount of exhibitor interest and competition, attracting the largest money guarantees for a non-roadshow production in the history of the company.

"We expect that 'The Sandpiper,' to follow 'The Yellow Rolls-Royce' at the Music Hall, will be one of our most important summer releases in recent years, and will also emerge as one of the company's largest grossing films. 'She,' a Seven Arts-Hammer Production starring Ursula Andress, has played to capacity business in London and recorded outstanding business in other areas of the international market. In initial engagements here, 'She' is recording strong grosses."

He said that "Clarence, the Cross-Eyed Lion," is finding the same wide popular appeal with audiences of all ages as did such previous Ivan Tors' productions as "Flipper," and "Flipper's New Adventure."

"Joy In The Morning," according to Lefko, has also opened to substantial business throughout the country.

He concluded "Not only is our summer release schedule the best we have had in many, many years, but the films we have scheduled for fall and winter release are equally outstanding. Consequently we are confident that the successes of the summer months will be carried over through the fall and winter season."

## McCarthy Named MGM European Publicity Head

NEW YORK—Wilson McCarthy has been appointed Metro-Goldwyn-Mayer European publicity director, it was announced by Robert H. O'Brien, president of Metro-Goldwyn-Mayer. McCarthy will make his headquarters in Madrid where the company's "Doctor Zhivago" is currently before the cameras.

Prior to joining Metro-Goldwyn-Mayer, McCarthy was aide to President Johnson and was in charge of Congressional legislation for various Presidential programs. In addition, he coordinated arrangements for the President's trips throughout the United States and served on the 1964 Johnson campaign staff. He also handled special projects for President Kennedy, including Congressional relations involving the establishment of the Peace Corps.

A veteran of the Korean conflict, he joined the staff of President Johnson in 1959. Prior to that time, he was involved in general public relations work in Washington, including film documentaries and various domestic and international legislative programs. Before entering the public relations field, he was associated with Broadcasting Magazine in both editorial and advertising capacities and worked as a reporter for the Washington Times-Herald.

house of the Whiteface Inn, headquarters for the delegates, emphasis was placed on the need for increasing funds available to the hospital to carry on its diverse work.

Morris Lefko, pledging an all-out effort on behalf of the entire MGM staff, said the burden of increased operating expenses anticipated with the hospital's continued growth would "impose on me, as chairman (of the national campaign) the obligation to set a new goal on money. We have to top any previous year."

Si Seadler, also of MGM and national publicity chairman for the forthcoming drive, presented a variety of approaches to the task of increasing awareness of Will Rogers on the part of all members of the entertainment-communications industry.

He told the directors that the caliber of work coming out of Will Rogers' clinics and laboratories for the benefit of all peoples qualified this institution as the industry's greatest public relations asset.

He said that more effort is needed at all levels, and that theatres should avail themselves of the tremendous public relations values inherent in the Hospital's contributions to mankind.

The new Will Rogers trailer, with an appeal by Frank Sinatra, was hailed as one of the best yet. A very favorable reaction was also accorded the new color trailer, "A Place In The Country," which tells the story of one of the famed patients, author Charles Jackson ("Lost Weekend" and others), who found both a cure and new hope at the hospital. A revised version of the trailer suitable for general use will be ready for distribution within two weeks. Copies of the original are currently available for screening.

Many of the suggestions in an open session which ended the three day meet centered on involvement of more persons in fields outside of motion pictures in the Hospital's support. With all members of the entertainment, communications industries eligible, for treatment, it is hoped that a broader base of support can be established.

## RECORD YEAR FOR WILL ROGERS

(Continued from page 29)

schools are invited to the Institute for summer-long laboratory training and seminars, lectures, and journal discussions with senior scientists from various medical colleges.

This year 20 students are enrolled: three from England, one from Australia, and the remainder from the U. S.

The Hospital's new associate medical director, Dr. Irving Kass, is also setting up a Pulmonary Function Laboratory for a wide variety of important tests of thoracic function.

An increase in admissions to the Will Rogers Hospital (to May 31, 1965) included a total of 156 patients hospitalized for diagnostic study and medical care, as compared to 138, 100 and 95 in the three previous 12-month intervals.

A brief ceremony was held during the meeting to unveil a plaque in memory of Harry Kalmine. The plaque read:

*This tablet commemorates the memory of Harry Kalmine in recognition of his notable participation in the growth of the Will Rogers program over a period of*

*many years as an active member of the Board of Directors erected by his fellow Board members June 18, 1965.*

In the dedicating party were Samuel Rosen, Richard F. Walsh and Harry Goldberg.

The Man-Of-The-Year statuette award for 1964-65 was presented at a luncheon meeting to Ralph F. Clark, United Artists, San Francisco, with President Ned E. Depinet making the presentation. At the luncheon, Harold Hoffman, executive secretary of the Screen Actors Guild, presented a check of \$2,000 to Will Rogers. Hoffman also represented the American Guild of Musical Artists in presenting a second check of \$1,000. Chairman Walsh also acknowledged a contribution of \$500 from the "Paramount Club," presented by Arthur Israel.

A gala cocktail party and buffet supper was given for the delegates, doctors, and personnel of the hospital by Fred Schwartz at his lodge on Lake Placid. Guests were ferried by boat, and the affair hailed as one of the highlights of any year to date.

At the board meeting, held in the boat-



## "Phoenix" Stars Cooperate In Filming Of TV Shows

YUMA, ARIZ.—Footage for 70 15-minute and half hour television shows, using approximately 25,000 feet of 16mm film, was shot in one week on the location site of Robert Aldrich's "The Flight of the Phoenix" by Gene Lester's four-man Los Angeles news-reel team assigned by 20th Century-Fox's publicity department.

Chuck Moses, The Associates and Aldrich Co.'s publicity director, described the Fox promotion as "the first of its kind to be done for a picture in production and one of the most unique plugging operations ever accomplished."

Budget for the television stunt was \$12,000, but the results in time plugs could well be in six figures. The stations, for the most part, process all of the footage made for them.

Gypsy Rose Lee did two half hour shows (with some footage in color) for her popular KGO-TV, San Francisco show, and for showing in 77 other markets where her syndicated show will run. She also plans re-runs close to the picture's release date. Bill Kennedy got 10 shows for his CKLW-TV, Windsor, daily airing and also plans re-runs. Ruth Kent, WSB-TV, Atlanta, did nine shows, as did Marty Bronson, KSD-TV, St. Louis. Lee Phillip filmed 14 shows for her daily WBBM-TV, Chicago, program and Gerald Pratley made four CBC-TV network shows for Canadian airing. All of the tv outlets are planning big promotions with many spot promos, some filmed by the picture's stars exclusively for each of them. They are also intending to do heavy publicity.

Other shows were filmed for British, German, French, and Italian television. One German show featured star Hardy Kruger being filmed doing a trans-Atlantic phone interview, on a car radio-phone, right from the location set, with a German television interviewer who was filmed as he posed questions from Fox's Frankfurt offices. The films from the location and Frankfurt will be assembled for a complete show.

The Lester group also did a newsreel of the birthday party in honor of Queen Elizabeth II put on by the film's British contingent with imported bagpipers. Spotlite News distributed the news film, and the negative was shipped overseas for further exploitation.

On some of the shows, stars James Stewart, Richard Attenborough, Peter Finch, Kruger, Ernest Borgnine, Dan Duryea, Ian Bannen, Ronald Fraser, Christian Marquand, George Kennedy, and Alex Montoya cut-up with humorous antics which made most unusual shows.

"The cooperation of the stars was 100 per cent" stated Moses. "It was due to their keen interest that we were able to pull off this highly successful promotion. Every one of the television personalities who came here got far more than they originally intended and expressed their praise for the entire operation."

Another tv crew is winding up a color 35-mm featurette which will be used closer to the picture's December premieres in New York, London and Los Angeles.

## Para. Signs Comedy Duo

HOLLYWOOD — Marty Allen and Steve Rossi, comedy team, have been signed to an exclusive seven-year motion picture contract by Paramount Pictures, it was announced by Howard W. Koch, Paramount vice-president and studio and production head.

# LONDON Observations

By Jock MacGregor

AS INVIGORATING AS THE BLACKPOOL GALES OUTSIDE WERE THE ADDRESSES by Rank's John Davis and Joseph E. Levine on the future to the Cinema Exhibitors Association annual conference. Two more contrasting characters would be hard to find; yet the speeches were complementary and even converged on the industry's need to beat competing forces for the public's increased leisure time and leisure spending, though there had been no liaison. Davis' speech, which had been given a day earlier, has already been treated as a news story.

"Great theatre grosses just don't happen," Joe claimed. "They are made to happen. There is no element of luck in our business." He was expanding on his theme, "The More You Yell . . . The More You Sell," and that results are directly related to the size and effectiveness of an advertising and merchandising campaign. He was speaking after receiving the CEA's first award of merit for, to quote president Tony Wood: "His tireless efforts which have brought him international acclaim and recognition as one of the most honored men in his profession."

Questioned on the size of campaigns, Joe answered with Levine candor that pictures needed great support but that there were others which couldn't be saved. On saturation releases, he said that like a new cigarette brand, some films should be available to everyone in a country at the same time. He added there were those such as his forthcoming "Darling . . ." which should have long runs in certain theatres to create word-of-mouth build-ups. Asked his view on separate performances, he suggested they took the money whenever the public wanted to come in.

PARAMOUNT'S RUSSELL HADLEY AND PUBLICIST JACK UPFOLD ROUNDED off the day with so spectacular a dinner dance in his honor that even Joe and Rosalie, who were accompanied by their children, were wide eyed. 12,000 "Harlow" pink carnations were used to work out the title above the top table, frame giant blow-ups, and decorate the tables. Six platinum blondes with specially created matching "Harlow" hair styles, wearing brief pink leotards and fishnets, distributed boxes of "Harlow" chocolates and other gifts. Lovely Jenny Ingham modeled the striking evening gowns which Carnegie Models have created for mass production from those Edith Head designed for Carroll Baker in the movie, while I commentated on the fashions and other national tieups—I do not know which wit suggested that Jenny should have been on the stage and I on the floor, but I suspect Bill Maelor Jones and accept with good grace. It was pure envy! After all, I was approached by Jack at breakfast and asked to do a little chore. Pleading I'd never compered fashions, I was told, "Well, here's your chance." What can you do but have a go? Then Rosalie drew my name to win a transistor radio in the Cinema and Television Benevolent Fund's magnificent raffle. The first print of "Harlow" which had been flown direct from Hollywood and had not been announced lest it was delayed was shown in lieu of a cabaret in an adjoining theatre. Despite the hour and the heavy week, it was enthusiastically received.

IT WAS A TRULY GREAT DAY AND MADE A WONDERFUL CLIMAX TO ONE of the best CEA conferences which combined business and pleasure in admirable fashion. Chairman, past president Bob Godfrey, and his committee are to be congratulated on planning so much that made the rigors and lack of facilities of the hotels seem less important—there is absolutely no truth in the rumor that this was an MGM publicity story to get exhibitors in the mood for the military detention camp depicted in "The Hill."

The best conference quote: Peter King—"I shall have the greatest possible confidence in the industry the day members stop asking themselves whether they have confidence in the industry. It matters whether the public has confidence in the future of the industry." Stupidest question: "Did the panel think if 1000 new super cinemas were built in this country, the industry would benefit?" Cutest gimmick: "Warner-Pathe's box of two cigars and cutter to plug "Two On A Guillotine."

BACK IN LONDON I WAS HONORED BY THAT MASTER PRODUCER OTTO Preminger inviting me to the dinner dance at the Dorchester which he staged in lieu of the traditional "bangers and booze" end of production party at a studio for the "Bunny Lake is Missing" unit. I was one of only six columnists, including Hedda Hopper, present. Otto and Hope made perfect host and hostess and saw that all who had worked so hard on the picture from Carol Lynley to the most junior artisan had a night to remember. There was also an interesting cross section of friends headed by Groucho Marx, Leslie Caron, and Laurence Harvey, to name a few stars. Table companions were the Russell Hadleys and Peter Reeds from Paramount; Martin Ritt, who has just completed directing "Spy Who Came in from the Cold," the Richard Burton starrer; and former UA publicity chief Joe Pole, now enjoying retirement, and his wife. It was a lovely party. On the way home, I could not believe my eyes. With floodlights, it looked like a giant film set, but the tower of the new Marble Arch Odeon development really had shot up 12 floors in my absence due to the Swedish Interconsult construction system. It is hoped the 24 floors will have been completed by the time this appears. The 1500 seater will open next year. . . . By going to the airport to welcome Mrs. Marge Lichtman and her daughter, Judy Lewis, on Sunday, I missed the gala parade in uniform or period costumes of the lads and lasses of the U. S. Confederate High Command (U.K. Division), a British society dedicated to the study of the American Civil War, in Hyde Park, before they marched or rode on horseback to the Edgware Road Odeon to mark the "Major Dundee" release. . . . After a long spell in America with Caribeach Hotels, Ken Rogers, former manager of the ill fated Screenwriters Club, has become general manager of Rank's Motor Inns. . . . Those amateur Piccadilly artists continue to touch up the London Pavilion front of house display for "The Knack," revealing they obviously know how to get it. A surprise turn up in the West End, it is playing to standing room only.



## ALBANY

20th-Fox's "The Sound Of Music" had a brilliant premiere at the Hellman after a Wednesday afternoon preview for members of communication media and others and four benefit evening performances. Managing director Dave Weinstein worked closely with exploiter Charles Funk, of Buffalo, on a comprehensive campaign and arranged many benefits. . . . The 12-lane bowling alleys at North Creek, Adirondack Mountains resort village, with which exhibitor Phil Baroudi had been associated since their opening four years ago, were gutted in an early morning fire. Recently improved, the alley's value was put at \$500,000. . . . The opening of 20th-Fox's "Zorba The Great" at the Delaware, Stanley Warner art situation, was a benefit for the Daughters of Athena and the Sons of Pericles. Manager Ted Moisides arranged the tieup. . . . Columbia branch manager Herbert Schwartz hosted industryites at a trade showing of "Genghis Khan" at the up-town Madison.

## BUFFALO

A luncheon was held for Variety Tent 7 in the Delaware Avenue headquarters, with a report given on the 1965 International Convention in Frisco. A new set of by-laws was discussed and presentation of the Tent 7 Sunshine Coach to the Rehabilitation Center of the Childrens hospital announced. Chief Barker Tony Kolinski soon will appoint a local chairman to assist members planning to attend the VCI convention in London, April 19-22, 1966. Kolinski urged early reservations as only 750 persons can attend from the U.S. Jack J. Fitzgibbons, 2nd Assistant International Chief Barker, from Toronto, is the new international representative for Buffalo, replacing Phil Stone. Tent 7's Bingo games in the Genesee theatre produced a May profit of \$786.73. . . . Olean's controversial community Television cable issue is heading toward another court hearing. City officials have been served with papers requiring appearance July 5 in a Supreme Court Special Term in Buffalo. The petitioner, Allband Cablevision Inc., with offices in an Olean building, is demanding that the city of Olean show cause why it has not acted on an application filed March 22 for permission to operate in Olean. The corporation is one of four seeking rights. Some of its officers are principals in Television Communications Corp., of Clearfield, Pa., parent of the Olean TV Cable Co., which now serves about 4000 subscribers without competition.

## CINCINNATI

Edward Salzberg, operator, Art Guild, acquired the suburban Esquire Art and the Hyde Park from Cincinnati Theatres. Ted Seelander, Akron, O., has been appointed operational manager for the three houses. The Esquire Art in the Clifton area and managed by Tom Mohrhaus, opened with "Zorba, the Greek." Ralph Inskeep is manager, Hyde Park, which will be operated most of the time on a family-type policy. The Art Guild retains its present personnel, managed by Michael Gallagher. . . . Other operational changes include the International '70, formerly operated by RKO, to the Beacon Enterprises, and the acquisition of the RKO Grand by Cincinnati Theatres, effective Sept. 1. These change-overs are a part in a trend toward expansion of theatrical interests in this city, indicating a "back to the movies" trend among film patrons. . . . MGM's "The Yellow Rolls Royce" opened in royal style at the Grand with the winners of a local contest receiving

the "red carpet" treatment. . . . Reactions from large audiences at the previews of "Those Magnificent Men in their Flying Machines" and the "Sandpiper" were very favorable. Both films are scheduled for area release in late June.

## COLUMBUS, O.

Mrs. Pearl Hunt is continuing operation of Hunt's Cinestage in Columbus and Hunt's McCook, Dayton, following the death of her husband, Herman H. Hunt, who had operated the two houses for the past eight years. . . . Construction has begun on Cinema I and Cinema II, twin indoor houses to be operated by General Cinema Corp., Boston, in Great Western Shopping Center. . . . 21-year-old Joyce Hamilton won the title of Miss Firefighter and the trophy sponsored by John Wayne at the annual Firemen's Ball. Manager Sam Shubouf, Loew's Ohio, arranged for the Wayne sponsorship in connection with the Ohio's booking of "In Harm's Way." . . . Bernard Ginley, Southern, opened the 18th consecutive season of low summer matinee rates for children. . . . Linden Follies is dropping its nudist policy for conventional features. Name will be changed to The Movieland. Linden is operated by Frank Marzetti, who also operates Studio 35 art house.

## DALLAS

Film star Ann-Margret was in Dallas on the opening night of "Bye Bye Birdie" at the State Fair Music Hall on Monday, June 21, in which Roger Smith has a role. . . . General Cinema Corp. has announced plans for the construction of a new 1,200 seat motion picture theatre in the Park Plaza Shopping Center at Arlington, Tex. Bernie Palmer, Texas manager for General Cinema, said work will start soon, with the hope that the new house can be opened by Christmas. It will be named Cinema in keeping with the wide use of the name Cinema by the company throughout the country. General Cinema is already a major factor in movie exhibition in Texas. The company operates the Cinema Big Town, Dallas, and the Cinema I and Cinema II is expected to be opened in Dallas at North Park Shopping Center in late July. There are other Cinemas in other Texas cities including Austin, San Antonio, and Houston, which has three twins. The Arlington Cinema will be similar in construction to the Cinema Big Town, with all modern equipment but with larger seating capacity. . . . Interstate Theatres and Pommac are sponsoring a Film Festival with a trip for two to Sweden, a man's suit, and a ladies ensemble as the first prize. Second prize is a 16mm home movie outfit; third, fourth and fifth prizes are portable television sets; sixth through 10th prizes are AM-FM transistor radios; and 11th through 25th prizes are books of Interstate Theatre Tickets. . . . Kaarlo Kurjensaari, Helinski, a member of his country's State Film Committee, is visiting Dallas as part of a three-month tour of the United States as part of the State Department's Foreign Leader Program. He said that violence in gangster films lifts the censor's eyebrows in Finland quicker than sexual immorality, and it was also difficult to enforce effective censorship in motion picture theatres in his country.

## DENVER

Clarence Batter, Batter Booking Service, was in San Francisco to attend the wedding of his son, Clay, to Miss Penelope Jackson, Saratoga, Calif. . . . The former RKO house here, now the International 70, recently leased by Beacon Theatres of Hollywood, is ex-

pected to reopen about July 1 with the Cine-rama attraction, "Hallelujah Trail" on a hard ticket, reserved seat basis, according to manager Robert Sweeten. The house is undergoing extensive remodeling to accommodate the new process. . . . Operation of the Starlight Drive-In, Grand Junction, Colo, has recently been taken over by A. M. Crews from Clarence and June Files. . . . William Peregrine is now associated with C-B Film Distributors. He was salesman for Paramount before resigning recently. . . . Son of branch manager Jack Lustic of National Screen Service here, William, who just graduated from Cherry Creek High School with honors, will join his brother Jack as a student at Colorado State University in Fort Collins, Colo., this fall. . . . A scholarship at Wesleyan University, Middletown, Conn., has been awarded Larry, son of Marion Goldhirsh, National Screen Service. He recently graduated from East High School in Denver.

## DETROIT

Wayne State University is offering a new summer course—"The History and Appreciation of Motion Pictures," in the adult-education category. Giving it will be James L. Limbacher who is audio-visual director for the Dearborn Public Library. . . . The Summit will bring to a close its run of "Mediterranean Holiday" July 18. It will be replaced July 20 by another Cinerama production, John Sturges' "The Hallelujah Trail." . . . The women of Variety, Tent 5, held its last event of the 1964-65 season. It was a "Paid Up Membership Luncheon" and "on the house" for all barkerettes in good standing. Locale was the Women's City Club in downtown Detroit. Opening 1965-66 will be a Gay Nineties party. On July 12, the Variety Club of Detroit, Tent 5, will stage its 31st annual golf outing at the Hillcrest Country Club. The outing offers door prizes galore, golf, swimming, buffet. The outings usually attract about 400, including barkers from nearby Grand Rapids and Cleveland.

## HOUSTON

George Christian, movie editor of the Houston Post, and Jeff Millar, amusement writer of the Houston Chronicle, are among six Texas writers who are guests of Paramount Pictures in Jamaica to see the actual filming of "Oh Dad, Poor Dad, Mama's Hung You In The Closet And I'm Feelin' So Sad." Other writers include William Payne, amusement editor of the Dallas Morning News; Virgil Miers, amusement editor, Dallas Times-Herald; Elston Brooks, amusement editor, Fort Worth Star-Telegram; and Jack Gordon, amusement editor, Fort Worth Press. . . . An "Early Bird Bargain Matinee" for adults and students is being introduced at the three Cinema I and Cinema II's in Gulfgate, Meyerland, and Northline Shopping Centers. From 12:30 until 1 p.m. Monday through Friday, the special admission price will be 75 cents. . . . Movie stars Andy Prine and Sharon Huegueney were visitors here. . . . The projector for showing films at Houston's Domed Stadium will be set up on the fifth floor. The huge screen and the projection equipment will make the Astrodome the largest movie theatre in the world. . . . The Clear Lake Country Theatre converted the Rose Theatre, Clear Lake, into a modern playhouse at an investment of \$10,000. . . . The King Center D-I east and west screens have increased their admission for the current attractions. The east side will charge \$1.25 and the west side \$1.50 per person.



## JACKSONVILLE

Smiley Burnette, starred in "Petticoat Junction" and ex-comic relief for Gene Autrey in numerous westerns, has a leading role in "Trains of Yesterday," Florida's newest tourist attraction located at nearby Hiliard. . . . W. M. "Snake" Richardson, who formerly managed the Capitol Releasing Co. branch office in Atlanta before retiring from the industry, has returned to Atlanta's Film-row as a part-time assistant advisor to Mrs. Ann Smiley, branch manager for Dominant Pictures. . . . Steve Formato, former member of the local MGM staff, is now managing the Funlan D-T, Edgewater Beach. . . . Patty Hart, daughter of WOMPI Mary Hart, joined a group of chaperoned teen-agers on a tour of the southwest, with side trips into Mexico and California. . . . Debbie Bowers, daughter of Bob Bowers, Allied Artists manager, is undergoing a painful series of rabies shots after having been bitten by a squirrel. . . . Clarence Bagley, Warner Bros. shipper, began his annual vacation leave. . . . L. E. Milton has closed his Ramon, Frostproof, for the summer. . . . Mr. and Mrs. Thomas Edison Bell, owners, Smyrna Theatre (now under construction in New Smyrna Beach), have announced proceeds from the theatre's grand opening this July, will be donated to establish a memorial scholarship for a student in the field of medical science. Mr. and Mrs. Bell are acting in memory of their son who died of cancer two and a half years ago.

## MIAMI, FLA.

"Those Magnificent Men And Their Flying Machines" was the opener for the Beach, formerly a Florida State Theatre, now a Brandt house. . . . "Hallelujah Trail" is the new Cinerama production set to open at the Sheridan, Miami Beach, July 1. . . . Cameron Mitchell, film actor, is announced as executive vice-president of Cinetech Film Corp., Ft. Lauderdale, Fla. Roy Cheverton, formerly associated with the Rank Organization in England, is president of Cinetech. Carl E. Warner, former "Beachcomber" staffer who did promotion filming for the "Thunderball" company in Nassau, is head of the company's sound department. Plans call for production in Florida and Ireland. Another film actor, Marshall Thompson, has recently been directing with Ivan Tors—MGM setup locally, as well as appearing in some of Tors' productions, including the currently filming "Around the World Under the Sea." . . . A Coral Gables youngster, Lee Walsh, made her screen debut in the locally-shown "Mara of the Wilderness." . . . Robert Angard has been named general manager, Wometco Vending of Jacksonville. . . . Clayton Bynum has been assigned to the Cameo, Miami Beach, as assistant manager. Richard Fleischman is assistant at the Normandie and Surf, Miami Beach; William Mellon is Bob Brower's assistant at the Palm Springs, Hialeah. Robert Mullen has been hired as trainee assistant manager at the Gateway, Ft. Lauderdale. . . . Randy Covington, Essex, is the winner of a \$25 savings bond as most improved manager in Wometco's quarterly Manager-Plus contest.

## NEW HAVEN-HARTFORD

Normand R. Chasse, for the past several years a Stanley Warner relief theatre manager in Connecticut and Massachusetts, has been named manager of the State, Manchester, which most recently had been under supervision of Jack Sanson. Latter has retired after 60 years in ex-

hibition. . . . Ray McNamara, manager, ABC's Allyn, Hartford, has been named to the fund-raising campaign for the Hartford Salvation Army Fund. . . . Peter G. Perakos, Sr., Connecticut industry pioneer and president of New Britain's Perakos Theatre Associates circuit, has awarded college scholarships to the two top football players of the New Britain High School's graduating class. . . . The New Haven Parking Authority is backing plans for another 1,000-car capacity garage at Church and South Orange streets. . . . Stanley Warner's Cinemart premiere of 20th-Fox's "The Sound of Music" benefitted the New Haven Register's Fresh Air Fund. . . . Hy Fine, veteran home office executive of New England Theatres, Inc., regional ABC affiliate, who has served as toastmaster for many years at the informal gatherings of the Preferi Club, organization of Connecticut state legislators, had honors extended to himself the other night. The Preferi Clubbers and Ray MacNamara, Hartford resident manager New England Theatres, hosted Fine at a testimonial dinner. Toastmaster this time was ex-TOA general counsel Herman M. Levy, who is executive secretary, Motion Picture Theatre Owners of Connecticut. . . . RKO General, owner, WHCT-TV, America's first experimental over-the-air subscription television service, is offering a vacation gift to its 5,000 viewers. The station has announced it will be happy to suspend service for specified number of weeks during the upcoming vacation season at no rental charge to subscribers, provided WHCT-TV is notified in advance. . . . Allen M. Widem, Hartford Times amusements editor, flew to Burbank, Calif., for the world premiere of Warner Bros.' "The Great Race."

## NEW ORLEANS

Beacon Enterprises, Inc., which has acquired the operation of the RKO Orpheum, closed the house for two weeks of remodeling to a 70mm operation and reopened with 20th-Fox's "Those Magnificent Men In Their Flying Machines" on a reserved seat basis. The RKO letters have been dropped from the theatre name. Asa Booksh, manager for 11 years, remains at the helm and the entire personnel remains. . . . Sympathy is extended to Mary Ancona, Film Inspection Service, on the recent death of her father, Samuel. . . . Mrs. Lillian Sherrick, incoming president of the WOMPI, announced the appointment of committee chairmen to serve for the ensuing year. They are Mrs. Emily Landry, humanitarian service; Mrs. Betty Morton, finance; Mrs. Gene Barnette, industry service; Mrs. Lee Nickolaus, by-laws; Mrs. Anna Sinopoli, bulletin; Mrs. Kay Richard, Will Rogers Hospital; Miss Audrey Hall, historian; Miss Claire Rita Stone, social; Mrs. Mildred Biri, fraternal; Miss Agnes Garcia, year book; Miss Ethel Holton and Miss Gladys Villars, phone; and Mrs. Marie C. Berglund, publicity. . . . H. P. Mosely, MGM exchange office manager, attended the Louisiana Lions Clubs state convention in Lafayette. . . . The National, on Magazine Street in uptown New Orleans, is now the Plaza Art under the direction of Robert B. Woodward for Art Theatre Guild. It was formerly a United Theatres operation. . . . Benet Bishop, Fort Worth, Texas; and Buck Prewitt, Gulf States Theatres director of advertising and publicity, announced their betrothal at a party hosted by Mr. and Mrs. Jim deNeve at their McComb, Miss., home. . . . Marie Saucier, Inez Tauzin, Gladys Villars, Fay Boyd and Rosemary Brown, former employees of MGM, held their every fifth year reunion at a dinner party in the Fountain

Lounge of the Roosevelt Hotel. The five member pal club celebrated the 25th anniversary of united friendship. All were present at the dinner except Rosemary, now a resident of Seattle, Wash., who is looking forward to a "bundle from Heaven" in the near future. . . . Ben McLeod succeeded Bill Shores as director of the area's Navy Motion Picture Theatres with headquarters in Pensacola, Fla.

## PHILADELPHIA

The wildcat truck strike caused much theatre inconvenience with Clark Transfer drivers out and not picking up or delivering shows. . . . Variety Club Tent 13's old newsboys' day was a bigger success than ever with \$110,000 reported obtained for the Camp and care of underprivileged children in various hospitals. . . . 20th Century Fox exchange moved to the Fox Building. . . . Clarence Nash, "The voice of Donald Duck"; animator Jack Bailey, and Candy Candido, m.c., comprised the Walt Disney in person show from Disneyland appearing at 32 area theatres and drive-ins. . . . Warner publicist Irv Blumberg was in Hollywood for "The Great Race" premiere. . . . John B. Sollenberger, retired president and general manager of Hershey Estates, Hershey, Pa., recently celebrated his 68th birthday, and plans to visit Ireland soon. . . . A. M. Ellis Theatres will acquire the Nixon and Tower from ABC-Paramount in September. . . . United Artists held an invitation preview of "What's New Pussycat?" at the Arcadia.

## ST. LOUIS

A new cinema has been announced for the Northland Shopping Center, a sister theatre to one recently announced by General Cinema Corporation. . . . St. Louis Amusement Company opened the Lewis and Clark theatre recently in North County on Lewis and Clark Boulevard. This company opened the new Ellisville on Manchester Road several months ago. . . . Roy Muelman, manager, Crestwood, Mid-America Theatres' first run, was busy touring the St. Louis area with MGM's "The Yellow Rolls-Royce" and its English chauffeur. . . . Mid America's Brentwood is scheduled for a remodeling in September. . . . Harry Hoff, National Theatre Supply, is vacationing in the Ozarks. . . . Miko Taika was in promoting Universal's "The Art Of Love."

## SAN ANTONIO

Stephen Boyd, co-star of "Genghis Khan," opened a three city tour of Texas in San Antonio on behalf of the film. . . . James Stewart, who visited here in behalf of the tri-city premiere of "Shenandoah," received an honorary medal of the War with Mexico. The presentation to Stewart was made by Rudy Krisch III. Medals, cast for veterans of Battle of Buena Vista, came from Twigs and Trees collection of Mrs. Lucille Stewart.

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Krisch. . . . Big John Hamilton, local restaurant owner and erstwhile film actor, had as his guests following their last stage appearance at the Majestic during the in-person appearance on behalf of "Shenandoah," James Stewart, Andrew McLaughlin, Patrick Wayne, Doug McClure, Glenn Corbett, and Rosemary Forsythe, at a big party at his home. . . . John T. Floore, once manager, Majestic, and now owner of a country store at Bandera, Tex., is recuperating from eye surgery and being fitted with new glasses. . . . H. E. B. Food Stores, in conjunction with the showing of Walt Disney's "Cinderella" at the Josephine, sponsored a coloring contest with cash prizes awarded.

Gulf State Theatres of Texas, Inc., are sponsoring a promotional contest among its managers. Top prize is a trip to Hollywood for the manager and his wife, red carpet treatment by an actor and actress who will serve as host and hostess during their vacation, and a complete new wardrobe for the manager and his wife. The contest is to see which one can improve business 100 per cent or more over last year's quota. There will be other prizes for the manager of an indoor theatre and another drive-in manager. . . . As part of a sales promotion campaign at the McClells Shopping City which was called "Civil War Days," \$1 million in Confederate money was dropped on the parking lot by the KTSA Safety Bird. Tickets to the showing of "Shenandoah" at the Majestic could be purchased with \$2,500 of this money. The customer who brings in the most money will be awarded with a six month pass for two to any Interstate theatre. In addition, a drawing will be held and another six month pass for two will be given away. . . . It was "Drag Strip Night" at the Rigsby D-I when the local drag strippers took over on a percentage basis and showed special films on drag strip races at \$2 per person. The special night was so successful that plans are being made for another event at a later date. The special race films are made in Chicago and Arizona. . . . Richard Vaughan, manager, downtown Texas, staged another Pepsi Cola showing with six

Pepsi bottle caps being the price of admission to see "Tarzan Goes To India" as the feature attraction. There were free prizes given away in addition to the showing of a cartoon. . . . The H.E.B. Food Stores are sponsoring a coloring contest with cash prizes and discount tickets to see "Clarence, the Cross Eyed Lion" at the Laurel, managed by Alvin Krueger. . . . "How the West Was Won" was scheduled to open at the Mission D-I, with Dave Mitchell, professor of Indian lore, and two or three Indians on hand to lend color to the opening. . . . A number of stars of the ABC-TV "Shindig" show here in person for an appearance appeared in the lobby of the Texas for an autograph party. The Texas was showing "Go Go Mania," which contains a number of stars in the rock 'n' roll music field. . . . A Shoppers Special Matinee has been instituted at Cinema I with admission 50 cents until 2 p.m. A summer schedule is also in effect for the road show engagement of "The Sound of Music" at Cinema II, with a matinee showing Monday through Friday at 2 p.m. with admission \$1.50, according to Ted Waggoner, manager.

## SEATTLE

The Seattle office of 20th-Fox was saddened to learn of the deaths of three company executives: Tom McCleaster, division manager in San Francisco; Herbert Wapaus, until his illness, head of contract department in New York; and retired division manager Herman Webber of San Francisco. . . . Tom Poston, actor and tv personality, headlined the Greater Seattle, Inc., production of "Bye Bye Birdie" at the Seattle Center Opera House, June 16 through 20. . . . Al Hemingway, 20th-Fox salesman, has resigned his position to go into business for himself in Billings, Mont. . . . 20th-Fox has held several trade screenings recently of forthcoming product, including "Up From the Beach" and "Von Ryan's Express," and an afternoon showing of "Those Magnificent Men in Their Flying Machines" at the Fifth Avenue, set for a July 7 opening at the Paramount.

## WASHINGTON, D. C.

Paul Roth's P. R. Theatres, Inc., announced that their new Dodge Park Theatre in the Dodge Park Shopping Center on Landover Road midway between the John Hanson Highway and the Capital Beltway in Prince George's County, Maryland, will open this month. House with all modern equipment seats 800. . . . Maryland State Senator Fred Wineland and Mrs. Wineland were honor guests at the dinner dance given by WOMPI International of Washington at the Prince Georges Country Club. Newly elected WOMPI Officers for 1965-66 are Catherine Murphy, MGM, president; Margaret Hillier, Sidney Lust Theatres, first vice president; Patricia Gormley, Motion Picture Association, second vice president; Jimmieola Becker, Wheeler Films, recording secretary; Eileen Olivier, 20th-Fox, corresponding secretary; and Doris Chown, Wheeler Films, treasurer. Past President Chown presented a check of \$500 to Mrs. Uihlein, Jewish Federation for Retarded Children; and Patricia Gormley, MPAA, received an engraved silver bowl as "WOMPI of the year. . . . The "Young Adults Of Embassy Row" were guests of Columbia Pictures and Loew's Embassy at the Washington preview of "Cat Ballow." After the showing they proceeded to the rotunda of the British Embassy for a supper dance. Arrangements were made by "THIS" (The Hospitality and Information Service) as part of its regular program for young people of the diplomatic corps.

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# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JUNE 30, 1965

SECTION TWO  
VOL. 73 NO. 23

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as:

C—Comedy  
CAR—Cartoon

COMP—Compilation  
D—Drama  
DOC—Documentary

MD—Melodrama  
MU—Musical  
W—Western

NOV—Novelty  
TRAY—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate protection and color processes, such as:

CN—Cinerama  
CS—Cinemascope  
DC—Deluxe Color

DS—Dyallscope  
EC—Eastman Color  
MC—MetroColor

PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor

TE—Technirama  
TS—Techniscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western  
FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau  
MARA OF THE WILDERNESS—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry  
6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made  
6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer  
6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau  
6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made  
6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad  
6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad)  
6509 TICKLE ME—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer  
6542 UMBRELLAS OF CHERBOURG, THE—NOV.—90m.—(C)—Catherine Deneuve—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau  
6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

### COMING

ANKLES AWAY—Kenneth Moore  
BIKINI PARADISE—(EC)—Janette Scott, Kefron Moore  
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell  
CITY OF FEAR—Terry Moore  
COUNTRY MUSIC CARAVAN—(EC; MTP70)—Ernest Tubbs  
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English  
FINGER ON THE TRIGGER—Rory Calhoun  
HOT SPY, COLD CORPSE—Kerwin Mathews  
HUMAN DUPLICATORS—George Nader  
LAST MESSAGE FROM SAIGON—Burt Reynolds  
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins  
MUTINY IN OUTER SPACE—William Leslie  
OSS 117—Irina Demich, Nadia Sanders  
PIE IN THE SKY—Lee Grant, Richard Bray  
RACING FEVER—(C)—Joe Morrison, Barbara Bigert  
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula  
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 ATRAGON—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action Import for program—Japanese-made  
6503 BEACH BLANKET BINGO—CMU-98m.—(P.V.; PC)—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash  
406 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes  
6410 CONQUERED CITY—M-91m.—David Niven, Ben Gazzara, Lea Massari—5257 (3-3-65)—Warlike meller has names to help—Filmed abroad  
A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry  
412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English  
6506 GO GO MANIA—MU-70m.—(TS; TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made  
403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made  
6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair Import has potential—Japanese-made; dubbed in English  
6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made  
416 PAJAMA PARTY—CMU-83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd  
6508 SKI PARTY—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers  
6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty  
407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry  
6419 TOMB OF LIGEIA—MD-81m.—(PC; PV)—Vincent Price, Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made  
404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made  
408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer  
6504 WAR-GODS OF THE DEEP—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer  
6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Andersen—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

Across The River .....	Misc.
Adventures Of Scaramouche ....	A2 Emb
• Alfie .....	Par.
• After The Fox .....	UA
• Apache Uprising .....	Par.
• Agony And The Ecstasy, The ...	A2 Fox
• Alphabet Murders, The .....	MGM
• Americanization Of Emily, The .	B MGM
Amorous Adventure Of	
Moll Flanders .....	B Par.
• And Now Miguel .....	U
Andy .....	A3 U
• Ankles Away .....	AA
• Apache Gold .....	Col.

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



Apache Rifles ..... A1 Fox  
 Ape Woman, The ..... A3 Emb.  
 Arabesque ..... U  
 Arizona Raiders, The ..... A2 Col.  
 Around the World Under the Sea ..... MGM  
 Art of Love ..... A2 U  
 Atragon ..... A1 A-I  
 Awful Dr. Orloff, The ..... For.

## B

Baby, The Rain Must Fall ..... A2 Col.  
 Back Door To Hell ..... A2 Fox  
 Banana Peel ..... A3 For.  
 Battle of the Bulge ..... WB  
 Battle of Illa Florida, The ..... A3 WB  
 Bay Of Angels ..... A3 For.  
 Beach Blanket Bingo ..... A2 A-I  
 Beach House Party ..... Fox  
 Behold A Pale Horse ..... A2 Col.  
 Bebo's Girl ..... A3 Cont.  
 Bedford Incident, The ..... Col.  
 Bikini Beach ..... A3 A-I  
 Bikini Paradise ..... AA  
 Billie ..... UA  
 Billy The Kid Vs Dracula ..... EMB.  
 Black Spurs ..... A2 Par.  
 Black Torment, The ..... For.  
 Blindfold ..... U  
 Blood And Black Lace ..... B AA  
 Blood On The Arrow ..... A2 AA  
 Boeing-Boeing ..... Par.  
 Born Free ..... Col.  
 Bounty Killer, The ..... EMB  
 Boy Ten Feet Tall, A ..... A1 Par.  
 Brain, The ..... For.  
 Brainstorm ..... A3 WB  
 Brigand of Kandahar, The ..... Col.  
 Buddha ..... A3 Misc.  
 Bullet For A Badman ..... A2 U  
 Bullwhip Griffin ..... BV  
 Bunny Lake Is Missing ..... Col.  
 Bus Riley's Back In Town ..... A3 U  
 Bus, The ..... Misc.

## C

Cabriola ..... Col.  
 Caddy, The-Re ..... A1 Par.  
 Carry On Spying ..... For.  
 Cartouche ..... A3 Emb.  
 Casablan ..... For.  
 Casanova '70 ..... Emb.  
 Castle Of Blood ..... Misc.  
 Cast A Giant Shadow ..... UA  
 Centurions, The ..... Col.  
 Cat Ballou ..... A2 Col.  
 Chase, The ..... Col.  
 Cheyenne Autumn ..... A1 WB  
 Chinese Adventures In China ..... UA  
 Cincinnati Kid, The ..... MGM  
 Circle of Love ..... C Cont.  
 Circus World ..... A1 Par.  
 City In The Sea ..... A1 A-I  
 City Of Fear ..... AA  
 Clarence The Cross-Eyed Lion... A1 MGM  
 Cleopatra ..... B Fox  
 Code 7, Victim 5 ..... A3 Col.  
 Collector, The ..... A4 Col.  
 Congo Vivo ..... Col.  
 Convict Stage ..... A2 Fox  
 Conquered City ..... A1 A-I  
 Contempt ..... C Emb.  
 Cool World, The ..... A4 Misc.  
 Country Music Caravan ..... AA  
 Crack In The World ..... A2 Par.  
 Crack Of The Whip ..... WB  
 Crazy Desire ..... B EMB  
 Curse Of The Fly, The ..... A2 Fox  
 Curse of the Mummy's Tomb, The A2 Col.  
 Curse of The Stone Hand ..... Misc.

## D

Dark Intruder ..... A2 U  
 Darling ..... Emb.  
 Dear Bridgett ..... A1 Fox  
 Dear Heart ..... A3 WB  
 Devils of Darkness ..... B Fox  
 Diary Of A Bachelor ..... B A-I  
 Diary of a Chambermaid, The .. B For.  
 Die, Die, My Darling ..... A3 Col.  
 Die, Monster, Die ..... A-I  
 Diagaka ..... Emb.  
 Disorderly Orderly, The ..... A1 Par.  
 Do Not Disturb ..... Fox  
 Dr. Terror's House Of Horrors .. A2 Par.  
 Doctor Zhivago ..... MGM

## E

Earth Dies Screaming, The ..... A1 Fox  
 East Of Sudan ..... A1 Col.  
 Eleanor Roosevelt Story, The ... Misc.  
 El Greco ..... Fox  
 Emil And The Detectives ..... A1 BV  
 Epitaph For A Spy ..... A1 A-I  
 Escape By Night ..... A2 AA  
 Eva ..... For.

## F

Face of the Screaming Werewolf ..... Misc.  
 Face Of War, The ..... For.  
 Fall Safe ..... A2 Col.

## TO BE REVIEWED

DIE, MONSTER, DIE—(C;S)—Boris Karloff  
 EPITAPH FOR A SPY—Dana Andrews, Pier Angeli  
 FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams  
 HOW TO STUFF A WILD BIKINI—(PV; C)—Annette Funicello, Dwayne Hickman, Mickey Rooney  
 NAVAJO RUN—Johnny Seven, Virginia Vincent  
 PLANET OF TERROR, THE—(TC; S)—Barry Sullivan, Susan Hart  
 SERGEANT DEADHEAD—(PV; C)—Frankie Avalon, Eve Arden, Deborah Walley  
 SWINGERS PARADISE—(TE; TC)—Cliff Richard  
 UNDER AGE—Anne MacAdams, Roland Royler

## BUENA VISTA

### DISTRIBUTED DURING THE PAST 12 MONTHS

160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany  
 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney  
 158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patten, Bobby Driscoll—5217 (10-7-64)—Reissue has world as selling opportunities—Reissue  
 TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette  
 THOSE CALLOWAYS—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

## TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
 LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan  
 THAT DARN CAT—(TC)—Hayley Mills, Dean Jones  
 MONKEY'S UNCLE, THE—(TC)—Annette, Tommy Kirk  
 UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

## COLUMBIA

### DISTRIBUTED DURING THE PAST 12 MONTHS

65015 BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots  
 65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad  
 65026 CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic  
 65011 CODE 7, VICTIM 5—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa  
 COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama  
 65009 CURSE OF THE MUMMY'S TOMB, THE—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made  
 65020 DIE, DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made  
 65013 EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syms—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made  
 65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience  
 65008 FINEST HOURS, THE—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made  
 65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England  
 66002 GENGHIS KHAN—MD-124m.—(PV; C)—Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad  
 65010 GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil  
 66001 LORD JIM—D-154m.—(Super Panavision 70; TC)—Peter O'Toole, James Mason, Curt Jurgens, Dallah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad  
 65017 LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies  
 65018 MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film  
 65016 OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade  
 65003 RIDE THE WILD SURF—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans  
 66004 SHIP OF FOOLS—D-150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare  
 65021 SYNANON—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts  
 65014 WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

## COMING

APACHE GOLD—(CS; C)—Lex Barker  
 ARIZONA RAIDERS, THE—(EC)—Audie Murphy  
 BUNNY LAKE IS MISSING—(PV)—Laurence Olivier, Carol Linley—English-made  
 BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur  
 BORN FREE—(PV; C)—Bill Travers, Virginia McKenna  
 BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed  
 CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made  
 CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale  
 CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 FOG—(EC)—John Neville, Donald Houston—English-made  
 GREAT SIOUX MASSACRE, THE—Joseph Cotten  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 HEROES OF TELEMAR—(PV; C)—Kirk Douglas, Richard Harris  
 KING RAT—George Segal, Tom Courtenay, James Fox  
 LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 NIGHT OF THE TIGER, THE—(C)—Chuck Connors  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newly, Anne Aubrey  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 TREASURE OF SILVER LAKE—(CS; C)—Lex Barker  
 WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes  
 WINTER A-GO-GO—James Stacy, Jill Donohue  
 YOU MUST BE JOKING—Michael Callan, Terry-Thomas—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair Import—Italian-made; English titles  
 CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English  
 LOVE GODDESSES, THE—COMP-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips  
 LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada  
 MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue  
 RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made  
 SLAVE TRADE IN THE WORLD TODAY—DOC-B6m.—(EC)—Produced by Melano Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

## COMING

OMICRON—Renato Salvatori  
 TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger  
 WORLD'S GREATEST SWINDLES—International Cast



EMBASSY

ADVENTURES OF SCARAMOUCHE, THE—MD-98m.—(C)—Gerard Barry, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English  
APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles  
BOUNTY KILLER, THE—W-92m.—(TC; Techniscope)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program  
CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)  
CONTEMPT—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles  
DINGAKA—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad  
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
IL SUCCESSO—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting import—Italian-made; English titles  
KIMBERLEY JIM—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad  
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
MARRIAGE ITALIAN STYLE—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting import with potent names—Italian-made; English titles  
ONLY ONE NEW YORK—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
SANTA CLAUS CONQUERS THE MARTIANS—FAN-80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
SEASIDE SWINGERS—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made  
SECKET OF MAGIC ISLAND, THE—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made  
THREE PENNY OPERA—MU-83m.—(EC)—Curt Jurgens, Hildegard Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

COMING

BILLY THE KID VS DRACULA—(C)—John Carradine  
CASANOVA—70—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
DARLING—Dirk Bogarde, Julie Christie  
FASCIST, THE—Ugo Tognazzi, George Wilson—Italian-made  
GITI—(WS; TC)—Jack Chaplain, Heather North  
ITALIANO BRAVA GENTE—Arthur Kennedy, Peter Falk  
LITTLE NUNS, THE—Catherine Spaak—Italian-made  
PARANOIA—Marcello Mastroianni, Catherine Spaak  
REQUIEM FOR A GUNFIGHTER—(TS; TC)—Rod Cameron, Stephen McNally  
TENTH VICTIM, THE—Marcello Mastroianni, Ursula Andress  
VILLAGE OF THE GIANTS—(EC)—Tommy Kirk, Charla Doherty

MGM DISTRIBUTED DURING THE PAST 12 MONTHS

508 AMERICANIZATION OF EMILY, THE—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
6519 CLARENCE, THE CROSS-EYED LION—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering  
512 GET YOURSELF A COLLEGE GIRL—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance fling for teenagers  
6518 GIRL HAPPY—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5245 (1-20-65)—Okay Presley entry  
6522 GUNFIGHTERS OF CASA GRANDE—W-92m.—(CS; MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad  
6521 HERCULES, SAMSON AND ULYSSES—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English  
455 HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
6523 HYSTERIA—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made  
6524 JOY IN THE MORNING—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults  
506 JOY HOUSE—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Delon—5225 (11-4-64)—Okay adult programmer—Made in France  
431 LOOKING FOR LOVE—CMU-83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars  
515 LILI—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
6501 MGM'S BIG PARADE OF COMEDY—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia  
6511 MURDER AHOY—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made  
503 MURDER MOST FOUL—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
355 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
430 NIGHT OF THE IGUANA, THE—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner  
6504 OF HUMAN BONDAGE—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
6529 OPERATION CROSSBOW—D-116m.—(PV; MC)—Sophia Loren, George Peppard, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war  
6507 OUTRAGE, THE—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama  
6502 QUO VADIS—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
6514 QUICK BEFORE IT MELTS—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy  
6516 ROUNDERS, THE—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story  
6520 SANDOKAN THE GREAT—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English  
6526 SHE—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made  
6515 SIGNPOST TO MURDER—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made  
513 36 HOURS—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama  
VICE AND VIRTUE—MD-103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English  
YELLOW ROLLS-ROYCE, THE—122m.—(MC; PV)—Rex Harrison Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made  
6517 YOUNG CASSIDY—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England  
505 YOUNG LOVERS, THE—D-108m.—Peter Fonda, Sharon Huguely, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
509 YOUR CHEATIN' HEART—MUD-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer  
6525 ZEBRA IN THE KITCHEN—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

COMING

ALPHABET MURDERS, THE—Tony Randall, Anita Ekberg—English-made  
AROUND THE WORLD UNDER THE SEA—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton  
CINCINNATI KID, THE—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret  
DOCTOR ZHIVAGO—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness  
HARUM SCARUM—(PV; MC)—Elvis Presley, Mary Ann Moley  
HILL, THE—Sean Connery, Michael Redgrave  
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
LADY L—(PV)—Sophia Loren, Paul Newman, David Niven  
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer

Family Jewels, The ..... Par.  
Fanny Hill ..... For.  
• Fantastic Voyage ..... Fox  
• Fascist, The ..... EMB.  
Fate Is The Hunter ..... A1 Fox  
Father Goose ..... A1 U  
Ferry Cross The Mersey ..... A1 UA  
• Finger On The Trigger ..... AA  
Finest Hours, The ..... A1 Col.  
First Men In The Moon ..... A1 Col.  
Flesh Eaters, The ..... Misc.  
• Flight Of The Phoenix, The ..... Fox  
Flower Drum Song-Re ..... A2 U  
Fluffy ..... A1 U  
• Fog ..... Col.  
Fool Killer, The ..... A2 AA-Landau  
Fort Courageous ..... B Fox  
Four Days In November ..... A1 UA  
• Frankenstein Meets The Giant Devil Fish ..... A-I  
• Frankie and Johnny ..... UA

G

Genghis Khan ..... A3- Col.  
Get Yourself A College Girl ... B MGM  
Girl Happy ..... B MGM  
Girl With Green Eyes ..... A4 For.  
Girls On The Beach ..... B Par.  
• Gift ..... A1 EMB  
• Glory Guys, The ..... A2 UA  
Go-Go Big Beat ..... For.  
Go Go Mania ..... A1 A-I  
Godzilla Vs The Thing ..... A1 A-I  
Goldfinger ..... A3 UA  
Goodbye Charlie ..... A3 Fox  
Gorgon, The ..... A2 Col.  
• Great Race, The ..... WB  
• Great Slough Massacre, The ..... Col.  
• Greatest Story Ever Told, The... A1 UA  
• Groupe, The ..... UA  
• Gulde, The ..... A3 For.  
Gunfighters, At Casa Grande ... A2 MGM  
• Gunpoint ..... U  
Guns At Batasi ..... A3 Fox  
Guns Of August ..... A1 U

H

Hallelujah Trail, The ..... A1 UA  
Hamlet ..... A1 WB  
Hard Day's Night, A ..... A1 UA  
• Harum Scarum ..... MGM  
Harlow ..... B Misc.  
• Harlow ..... Par.  
• Harvey Middleman, Fireman .. A2 Col.  
• Having A Wild Weekend ..... WB  
• Hawaii ..... UA  
• Help! ..... UA  
Hercules, Samson And Ulysses .. A1 MGM  
Hercules vs The Giant Warriors .. For.  
• Heroes Of Telemark ..... Col.  
High Wind In Jamaica, A ..... A2 Fox  
• Hill, The ..... MGM  
Horrible Dr. Hichcock, The .... For.  
• Horror Of It All, The ..... A2 Fox  
• Hot Spy, Cold Corpse ..... AA  
House Is Not A Home, A ..... B Emb.  
How To Murder Your Wife .... A3 UA  
• How To Stuff A Wild Bikini .... A-I  
How The West Was Won ..... A1 MGM  
• Human Duplicators ..... AA  
Hush, Hush, Sweet Charlotte ... A3 Fox  
Hysteria ..... A3 MGM

I

I Saw What You Did ..... A3 U  
I'D Rather Be Rich ..... A2 U  
I'll Take Sweden ..... B UA  
Il Successo ..... A3 EMB  
• Incident At Phantom Hill, The.. U  
Imitation Of Life-Re ..... A3 U  
In Harm's Way ..... B Par...  
Inheritance, The ..... Misc.  
• Inside Daisy Clover ..... WB  
• Italiano Brava Gente ..... EMB  
• Invitation To A Gunfighter .... A3 UA  
• Ipcress File, The ..... A2 U

J

John Goldfarb, Please Come Home ..... B Fox  
Joy House ..... B MGM  
Joy In The Morning ..... A3 MGM  
• Judith ..... Par.



## K

• Kid Rodelo .....	Par.
• Kimberley Jim .....	A2 Emb.
• King Rat .....	Col.
• Kiss Me, Stupid .....	C Misc.
• Kisses For My President .....	A3 WB
• Kitten With A Whip .....	B U
• Knack, The .....	UA

## L

• Lady L .....	MGM
• Last Man On Earth, The .....	A2 AI
• Last Message From Saigon .....	AA
• Last Woman of Shang, The .....	For.
• Lawrence Of Arabia .....	A2 Col.
• Let's Talk About Women .....	C Emb.
• Lt. Robin Crusoe, U.S.N. ....	BV
• Life At The Top .....	Col.
• Life In Danger, A .....	A2 AA
• Lili-RE .....	A2 MGM
• Lillith .....	A4 Col.
• Liquidator, The .....	MGM
• Little Prince And The .....	Emb.
• Eight-Headed Dragon, The .....	Col.
• Lively Set, The .....	AI U
• Living Between Two Worlds .....	Misc.
• Longest Day, The .....	AI Fox
• Looking For Love .....	B MGM
• Lord Jim .....	A2 Col.
• Lost World Of Sinbad .....	A-1
• Love And Kisses .....	U
• Love A La Carte .....	A4 For.
• Love Goddesses .....	C Cont.
• Love Has Many Faces .....	B Col.
• Loved One, The .....	MGM
• Luck Of Ginger Coffey, The ...	A3 Cont.

## M

• Mme Olga's Massage Parlor ...	Misc.
• Madame X .....	U
• Made In Paris .....	MGM
• Magic World of Topo Gigio, The	AI Col.
• Major Dundee .....	A2 Col.
• Male Hunt .....	B For.
• Man Could Get Killed, A .....	U
• Man From Button Willow, The ..	AI Misc.
• Man In The Dark .....	A3 U
• Man Who Couldn't Walk, The ..	For.
• Mara Of The Wilderness .....	AI AA
• Marriage-Italian Style .....	A4 Emb.
• Marriage On The Rocks .....	WB
• Mary Poppins .....	AI BV
• Masquerade .....	A2 UA
• Master Spy .....	AI AA
• Maya .....	MGM
• McHale's Navy Joins the	
• Air Force .....	AI U
• Mediterranean Holiday .....	AI Cont.
• MGM's Big Parade Of Comedy	AI MGM
• Mickey One .....	Col.
• Mirage .....	A2 U
• Mister Buddwing .....	MGM
• Mister Moses .....	A2 UA
• Model Murder Case, The .....	For.
• Moment To Moment .....	U
• Mondo Pazzo .....	C For.
• Monkey's Uncle, The .....	AI BV
• Money Trap, The .....	B MGM
• Moro Witch Doctor .....	A2 Fox
• Morituri .....	A3 Fox
• Moving Target, The .....	WB
• Murder Ahoy .....	AI MGM
• Murder Most Foul .....	AI MGM
• Mutiny In Outer Space .....	AA
• Mutiny On The Bounty .....	A2 MGM
• My Baby Is Black .....	For.
• My Blood Runs Cold .....	A2 WB
• My Fair Lady .....	AI WB
• My Wife's Husband .....	A3 For.

## N

• Naked Brigade, The .....	A2 U
• Naked Kiss, The .....	A3 AA
• Naked Prey, The .....	B Par.
• Nanny, The .....	Fox
• Nasty Rabbit, The .....	Misc.
• Navajo Run .....	AI
• Never Too Late .....	WB
• New Angels, The .....	C For.
• New World, A .....	UA
• Night Of The Iguana .....	A4 MGM
• Night Of The Tiger, The .....	Col.
• Night Train To Paris .....	A2 Fox
• Night Walker, The .....	A2 U
• Nightmare In The Sun .....	A3 Misc.
• None But The Brave .....	A2 WB
• Not on Your Life .....	For.
• Nothing But A Man .....	A3 Misc.

## O

• Of Human Bondage .....	B MGM
• Oh Dad, Poor Dad, Mama's	
• Hung You In the Closet and	
• I'm Feeling So Sad .....	Par.
• Omicron .....	Cont.
• Once A Thief .....	A3 MGM
• One Way Pendulum .....	A2 For.
• Onibaba .....	For.
• Only One New York .....	AI Emb.
• Operation SNAFU .....	A3 AI

MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan  
 MAYA—(PV; MC)—Clint Walker, Jay North  
 MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette  
 MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer  
 ONCE A THIEF—(PV)—Alain Delon, Ann-Margret, Van Heflin, Jack Palance  
 PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorlec  
 PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters  
 SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6420	AMOROUS ADVENTURES OF MOLL FLANDERS, THE—C-126m.—(PV; TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England
6414	BLACK SPURS—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help
6407	BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad
R6402	CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6417	CIRCUS WORLD—D-135m.—(TC; TE)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6410	CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry
6406	DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarily for kids
6415	DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made.
6422	FAMILY JEWELS, THE—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans
6419	GIRLS ON THE BEACH, THE—MU-80m.—(TC)—Martin West, Noreen Corcoran, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun
6418	IN HARM'S WAY—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences
6322	PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
R6408	PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)
6405	ROUSTABOUT—CMU-101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
6325	SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults
6404	WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6413	WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue
6411	YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program
R6403	YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

## COMING

ALFIE—(TS; TC)—Michael Caine, John Mills—English-made  
 APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney  
 BOEING—(TC)—Jerry Lewis, Tony Curtis  
 HARLOW—(PV; TC)—Carroll Baker, Peter Lawford  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 KID RODELO—Don Murray, Janet Leigh, Broderick Crawford  
 PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made  
 OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 RED LINE 7000—(TC)—Gail Hirt, James 'Skip' Ward, Laura Devon  
 REVENGE OF THE GLADIATORS, THE—(TS; TC)—Roger Browne  
 SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York  
 SECONDS—Rock Hudson, Salome Jens  
 SEVEN SLAVES AGAINST THE WORLD—(TS; TC)—Roger Browne  
 SITUATION HOPELESS BUT NOT SERIOUS—Alec Guinness, Michael Connors  
 SKULL, THE—(TS; TC)—  
 SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft  
 SONS OF KATIE ELDER, THE—(PV; TC)—John Wayne, Dean Martin, Martha Hyer  
 SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom  
 TOWN TAMER—(TC; TS)—Dana Andrews, Terry Moore

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

425	APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
430	BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
444	CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
503	DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mummy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy
424	EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made
423	FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
516	FORT COURAGEOUS—W-72m.—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer
428	GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
417	GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
	HIGH WIND IN JAMAICA, A—D-104m.—(CS; DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular
422	HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made
504	HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry
507	JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
414	LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
431	MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margia Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
420	NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made
502	PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Franciosa, Carol Lynley—5242 (12-30-64)—Entertaining entry
427	RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer
426	RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action
555	SOUND OF MUSIC, THE—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
	THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.
	UP FROM THE BEACH—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
416	VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
	VON RYAN'S EXPRESS—MD-117m.—(DC)—Frank Sinatra, Trevor Howard—5286 (5-26-65)—Good action and suspense entry
508	WAR PARTY—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
421	WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
	ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

## COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison



BEACH HOUSE PARTY—Frankie Randall, The Astronauts  
 CURSE OF THE FLY, THE—(CS)—Brian Donlevy—English-made  
 CONVICT STAGE—Harry Lauter, Donald Barry  
 DEVILS OF DARKNESS—(DC)—William Sylvester, Carole Gray  
 DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor  
 EL GRECO—Mel Ferrer, Rosanna Schiaffino  
 FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien  
 FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine  
 MORITURI—Marlon Brando, Yul Brynner, Janet Margolin  
 NANNY, THE—Bette Davis, Wendy Craig—English-made  
 OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb  
 OUTLAWS OF RED RIVER, THE—George Montgomery  
 RAPTURE—(CS)—Patricia Gozzi, Melvyn Douglas  
 REWARD, THE—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux  
 SPACE FLIGHT IC-1—Bill Williams—English-made

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6502 FERRY CROSS THE MERSEY—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)  
 6422 FOUR DAYS IN NOVEMBER—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6501 GREATEST STORY EVER TOLD, THE—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens  
 6420 GOLDFINGER—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli  
 6512 HALLELUJAH TRAIL, THE—C-156m.—(Cinerama; TC)—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch  
 6414 HARD DAY'S NIGHT, A—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6503 HOW TO MURDER YOUR WIFE—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod  
 6509 I'LL TAKE SWEDEN—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290—(6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small  
 6418 INVITATION TO A GUNFIGHTER—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 6508 MASQUERADE—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65)—Entertaining comedy adventure — Filmed abroad—Novus  
 6506 MR. MOSES—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot  
 6505 SATAN BUG, THE—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa  
 6417 SECRET INVASION, THE—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made In Yugoslavia—Corman  
 6419 TOPKAPI—CD-120m.—(C)—Meltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6507 TRAIN, THE—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France  
 6510 WHAT'S NEW PUSSYCAT?—C-108m.—(DC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman  
 6416 WOMAN OF STRAW—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

### COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro  
 BILLIE—(C)—Patty Duke, Warren Berlinger, Jim Backus—Chrislaw  
 CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch  
 FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral  
 CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo-Ursula Andress  
 GROUPE, THE—(WS; C)—Candice Bergen, James Broderick—Feldman  
 GLORY GUYS, THE—(PV; DC)—Tom Tryon, Harve Presnell, Santa Berger—Levy-Gardner—Laven  
 HAWAII—(PV; C)—Julie Andrews, Max Von Sydow  
 HELPI—(EC)—The Beatles  
 KNACK, THE—Rita Tushingham  
 NEW WORLD, A—Nino Castanova, Christine De La Roche—Saltzman  
 RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
 RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch  
 THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell  
 THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris  
 VIVA MARIA—(C)—Brigitte Bardot, George Hamilton—Dancigers-Malle

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses  
 6517 ART OF LOVE, THE—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help  
 6421 BULLET FOR A BADMAN—W-80m.—(EC)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program  
 6507 BUS RILEY'S BACK IN TOWN—D-93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch  
 6501 FATHER GOOSE—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
 6512 FLOWER DRUM SONG—MU-131m.—(C; PV)—Nancy Kwan, James Shigeta—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue  
 6513 FLUFFY—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences  
 6502 GUNS OF AUGUST, THE—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I  
 6423 I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6511 IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin, Sandra Dee— 5287 (5-26-65)—Reissue is high rating drama—Reissue  
 6522 I SAW WHAT YOU DID—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer  
 6427 KITTEN WITH A WHIP—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
 6425 LIVELY SET, THE—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6506 MAN IN THE DARK—D-80m.—William Sylvester, Barbara Shelley—5250 (2-3-65)—Okay programmer—English-made  
 6518 MC HALE'S NAVY JOINS THE AIR FORCE—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show  
 6514 MIRAGE—D-109m.—Gregory Peck, Diane Baker—5287 (5-26-65)—Very good suspense thriller  
 6516 NAKED BRIGADE, THE—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Fair programmer—Filmed in Greece; partially titled  
 6503 NIGHT WALKER, THE—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles  
 6515 SECRET OF BLOOD ISLAND, THE—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made  
 6426 SEND ME NO FLOWERS—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6521 SHENANDOAH—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance  
 6428 SING AND SWING—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair Import for program with angles for younger set—English-made  
 6505 STRANGE BEDFELLOWS—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast  
 6509 SWORD OF ALI BABA—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer  
 6504 TAGGART—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western  
 6508 TRUTH ABOUT SPRING, THE—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad  
 6519 WILD SEED—D-99m.—Michael Parks, Celia Kaye, Eve Novak—5263 (3-17-65)—Effective program entry  
 6510 WORLD OF ABBOTT AND COSTELLO, THE—COMP-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the team's films.

- Operation Crossbow ..... A1 MGM  
 • O.S.S. 117 ..... AA  
 • Our Man Flint ..... Fox  
 • Outlaws Is Coming, The ..... A1 Col.  
 • Outlaws Of Red River, The ... Fox  
 • Outrage, The ..... A3 MGM  
 Over There—1914-1918 ..... For.

### P

- Pajama Party ..... B A-I  
 • Paranoia ..... Emb.  
 • Passionate Thief, The ..... A3 Emb.  
 • Passport To Oblivion ..... MGM  
 • Patch of Blue, A..... MGM.  
 Patsy, The ..... A1 Par.  
 Pawnbroker, The ..... C AA-Landau  
 • Pie In The Sky ..... AA  
 • Planet of Terror, The ..... A1  
 • Playboy ..... Col.  
 • Play It Cooler ..... Col.  
 • Pleasure Seekers, The ..... B Fox  
 • Promise Her Anything ..... Par.  
 Psycho—Re. .... B Par.  
 Psychomania ..... Misc.  
 Pumpkin Eater, The ..... A4 For.

### Q

- Quick, Before It Melts ..... B MGM  
 Quo Vadis—Re. .... A1 MGM

### R

- Racing Fever ..... B AA  
 • Rage To Live, A ..... A3 UA  
 Raiders From Beneath The Sea . B Fox  
 • Rapture ..... Fox  
 • Rare Breed, The ..... U  
 Rattle Of A Simple Man ..... Cont.  
 Ready For The People ..... WB  
 Red Desert ..... A4 Foir.  
 Red Lanterns ..... For.  
 • Red Line 7000 ..... Par.  
 • Requiem For A Gun Fighter ... EMB  
 • Return From The Ashes ..... UA  
 • Revenge Of The Gladiators, The . Par.  
 • Reward, The ..... Fox  
 Ride The Wild Surf ..... A1 Col.  
 Rio Conchos ..... A3 Fox  
 Robin And The 7 Hoods ..... A2 WB  
 Rounders, The ..... A3 MGM  
 Roustabout ..... A2 Par.

### S

- Sampson vs The Giant King .... For.  
 Sandokan, The Great ..... A1 MGM  
 • Sandpiper, The ..... B MGM  
 • Sands of The Kalahari ..... Par.  
 Santa Claus Conquers The Martians ..... A1 Emb.  
 Satan Bug, The ..... A2 UA  
 Scarlet Letter, The ..... Misc.  
 Seaside Swingers ..... A1 Emb.  
 • Seconds ..... Par.  
 Secret Door, The ..... A2 AA  
 Secret Invasion, The ..... A2 UA  
 Secret Of Blood Island ..... A2 U  
 Secret Of Magic Island ..... A1 Emb.  
 • Secret of My Success, The ..... MGM  
 Send Me No Flowers ..... A2 U  
 • Senilita ..... Col.  
 • Sergeant Deadhead ..... A1  
 7 Dwarfs To The Rescue, The ... For.  
 • Seven Slaves Against The World Par.  
 • Seven Women ..... MGM  
 Sex And The Single Girl ..... B WB  
 She ..... A2 MGM  
 Shenandoah ..... A1 U  
 Ship Of Fools ..... A3 Col.  
 Signpost To Murder ..... A3 MGM  
 Sing And Swing ..... A2 U  
 • Situation Hopeless But Not Serious ..... Par.  
 Ski Party ..... A1  
 • Skull, The ..... Par.  
 Slave Trade In The World Today A3 Cont.  
 • Slender Thread, The ..... Par.  
 So Dear To My Heart—Re ..... A1 BV  
 • Son Of A Gunfighter ..... MGM  
 • Sons Of Katie Elder, The ..... Par.  
 Sound Of Music, The ..... A1 Fox  
 • Space Flight IC-1 ..... Fox  
 • Spy Who Came In From The Cold, The ..... Par.  
 Station Six Sahara ..... B AA  
 Stop Train 349 ..... A2 AA  
 Strange Bedfellows ..... A3 U  
 Sweet And Sour ..... C For.  
 • Swinger's Paradise ..... A1  
 • Swingin' Summer, A ..... Misc.  
 Sword of Ali Baba, The..... A1 U  
 Sword Of El Cid, The ..... For.  
 Sylvia ..... B Par.  
 Symphony For A Massacre .... For.  
 Synanon ..... A3 Col.



Taboos of the World .....	A4	AI
•Tatty And The Jungle Hunter ...	AI	AA
Taggart .....	A2	U
T-A-M-I Show, The .....		Misc.
Tattooed Police Horse, The .....	AI	BY
Taxi for Torbuk .....	A2	For.
•Tennessee Jamboree .....		AA
•Tenth Victim, The .....		EMB.
Terrace, The .....	C	For.
Thank Heaven For Small Favors		For.
•That Darn Cat .....		BY
•That Funny Feeling .....	A2	U
•These Are The Damned .....		Col.
•Thing at the Door, The .....		WB
Three Penny Opera .....	A3	Emb.
•Third Day, The .....		WB
36 Hours .....	A2	MGM
Those Calloways .....	AI	BY
Those Magnificent Men In Their		
Flying Machines .....	AI	Fox
•Thousand Clowns, A .....		UA
•Thunderball .....		UA
Tickle Me .....	A2	AA
•Tiko And The Shark .....		MGM
•Time Of Indifference .....		Cont.
Time Travelers, The .....	B	A-I
Tomb Of Ligeia .....	A2	A-I
Topkapi .....	A3	UA
•Town Tamer .....	A2	Par.
Train, The .....	AI	UA
•Treasure Of Silver Lake .....		Col.
Truth About Spring, The .....	AI	U
Two On a Guillotine .....	A3	WB

U

•Ugly Dachshund, The .....		BY
Umbrellas Of Cherbourg, The..	A3	AA-Landau
•Under Age .....	B	AI
Unearthly Stranger .....	AI	A-I
Up From The Beach .....	AI	Fox

V

•Very Special Favor, A .....	A3	U
Vice And Virtue .....	B	MGM
•Village Of The Giants .....		Emb.
Visit, The .....	A4	Fox
•Viva Maria .....		UA
Von Ryan's Express .....	AI	Fox
Voyage To The End Of		
The Universe .....	AI	A-I

W

Walls Of Hell, The .....	A2	Misc.
•War Lord, The .....		U
War Gods Of The Deep .....		A-I
War of the Zombies .....		AI
War Party .....	AI	Fox
•Watch It, Sailor .....		Col.
What's New, Pussycat .....		UA
Where Love Has Gone .....	A3	Par.
White Voices .....	C	For.
Why Bother To Knock? .....	B	For.
Wild Seed .....	A3	U
•Winter A-Go-Go .....		Col.
Witchcraft .....	A2	Fox
Woman Is A Woman, A .....		For.
Women Of Straw .....	A3	UA
Woman Who Wouldn't Die, The	A3	WB
•Wonderful Life .....		A-I
World Of Abbott & Costello, The	AI	U
World Of Suzie Wong, The—RE.	B	Par.
World Without Sun .....	AI	Col.
•World's Greatest Swindles ....		Cont.

Y

Yellow Rolls, Royce, The .....	A4	MGM
Yolanta .....		For.
•You Must Be Joking .....		Col.
Youngblood Hawke .....	A3	WB
Young Cassidy .....	A3	MGM
Young Dillinger .....	B	AA
Young Fury .....		Par.
Young Lovers, The .....	A3	MGM
Your Cheatin' Heart .....	A2	MGM
Your'e Never Too Young—Re. ..	A2	Par.

Z

Zebra In The Kitchen .....	AI	MGM
Zorba, The Greek .....	A4	Fox

COMING

AND NOW MIGUEL—(TC)—Pat Cardl, Michael Ansara  
 ARABESQUE—(TC)—Gregory Peck, Sophia Loren  
 BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale  
 DARK INTRUDER—Leslie Nielsen, Mark Richman  
 GUNPOINT—(TC)—Audie Murphy  
 INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane  
 IPCRESS FILE, THE—(TS; TC)—Michael Caine, Susan Lloyd—English made  
 LOVE AND KISSES—(TC) Rick Nelson, Jack Kelly, Kristin Nelson  
 MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban  
 MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee  
 MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman  
 RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara  
 THAT FUNNY FEELING—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor  
 VERY SPECIAL FAVOR, A—(TC)—Rock Hudson, Leslie Caron  
 WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

458 BATTLE OF THE VILLA FLORITA, THE—D-111m.—(PV;TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)  
 —Uneven romantic tale aimed at gals  
 460 BRAINSTORM—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest  
 480 CHEYENNE AUTUMN—AD-145m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223  
 (10-21-64)—Highly interesting outdoor adventure entry  
 455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining  
 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the  
 Shakespeare classic  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment  
 headed right for the top  
 457 NONE BUT THE BRAVE—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives  
 two-sided view of war on small scale  
 459 MY BLOOD RUNS COLD—MD-104m.—(PV)—Troy Donahue, Joey Heatherton—5270 (3-31-65)—Mild horror meller with names  
 to lure youngsters  
 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler  
 365 ROBIN AND THE 7 HOODS—CMU-123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Bar-  
 bara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please  
 454 SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with  
 leers and laughs  
 456 TWO ON A GUILLOTINE—MD-107m.—(PV)—Connie Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller  
 461 WOMAN WHO WOULDN'T DIE, THE—MD-84m.—Garry Merrill, Jane Marrow, Georgiana Cookson—5283 (5-12-65)—Okay  
 murder meller for the programs—English-made  
 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses  
 dramatic mark

COMING

BATTLE OF THE BUGLE—(CN; TC)—Henry Fonda, Robert Shaw  
 CRACK OF THE WHIP—(C)—Clint Walker  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 HAVING A WILD WEEKEND—Dave Clark Five—English-made  
 INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer  
 MARRIAGE ON THE ROCKS—(TC; PV)—Frank Sinatra, Deborah Kerr, Dean Martin  
 MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall  
 NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens  
 THING AT THE DOOR, THE—Troy Donohue  
 THIRD DAY, THE—(PV)—George Peppard, Elizabeth Ashley

MISCELLANEOUS

ACROSS THE RIVER—D-85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi  
 BUS, THE—DOC-62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for  
 selective audiences—Edward Harrison  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—  
 Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary  
 on Harlem can be sold—Cinema V  
 CURSE OF THE STONE HAND—MD-72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half  
 horror entry—Associated Distributors Pictures  
 ELEANOR ROOSEVELT STORY, THE—DOC-90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney  
 Glazier Prod.  
 FACE OF THE SCREAMING WEREWOLF—MD-60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower  
 half—Associated Distributors Pictures  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former  
 film star is mildly entertaining—Magna  
 INHERITANCE, THE—DOC-60m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special  
 treatment—Harold Mayer  
 KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few  
 brows—Lopert  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film  
 is okay dueller for specialized houses—Empire  
 MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon  
 for family and youngsters—United Screen Arts  
 MME. OLGA'S MASSAGE PARLOR—MD-70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploita-  
 tion film—American Film Dist.  
 NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.—5243 (12-30-64)—Childish entertainment—Fairway In-  
 ternational  
 NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story  
 of a manhunt for the program—Zodiac  
 NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's  
 marriage—Cinema V  
 T-A-M-I SHOW, THE—MUNOV-113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty  
 for teens—Electronovision—American Int.  
 SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel  
 curio value—Signature Films  
 SWINGIN' SUMMER, A—MU-80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with  
 special appeal for teens—United Screen Arts  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for  
 the program—Made In Philippines—Hemisphere



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

- AWFUL DR. ORLOF, THE**—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III
- BAY OF ANGELS**—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intriguing import for art spots—French-made; English titles—Pathe Contemporary
- BANANA PEEL**—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles—Pathe Contemporary
- BLACK TORMENT, THE**—MD-88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor
- BRAIN, THE**—MD-83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor
- CARRY ON SPYING**—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapstickling still good comedy—English-made—Governor
- CASABLAN**—D-63m.—Nikos Kourkoulos—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions
- DIARY OF A CHAMBERMAID, THE**—D-97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics
- EVA**—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times
- FACE OF WAR, THE**—DOC-105m.—Narrated by Bryant Haliday—5243 (12-30-64)—Potent anti-war preachment—Swedish-Japanese made; spoken in English—Janus
- FANNY HILL**—C-104m.—Miriam Hopkins, Letitia Roman—5279 (4-28-65)—Farcial treatment of Innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- GO-GO BIG BEAT**—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado
- GUIDE, THE**—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting Import set in modern India—Filmed in India—Stratton Int.
- HERCULES VS THE GIANT WARRIORS**—MD-94m.—(CS; EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander
- HORRIBLE DR. HICCOCK, THE**—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III
- LAST WOMAN OF SHANG, THE**—MD-107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers
- MALE HUNT**—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary
- MAN WHO COULDN'T WALK, THE**—MD-63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus
- MODEL MURDER CASE, THE**—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery Import—English-made—Cinema V
- MONDO PAZZO**—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane"—Filmed in various parts of the world—English narration—Rizzoli Films
- MY BABY IS BLACK**—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegenation romance—French-made; dubbed in English—American Dist.
- MY WIFE'S HUSBAND**—C-85m.—Fernandel, Bourvil, Claire Maurier—5255 (2-17-65)—Amusing Import—French-made; English titles—Lopert
- NEW ANGELS, THE**—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles—Promenade
- ONE WAY PENDULUM**—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert
- ONIBABA**—D-104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, Interesting Import for adult art audiences—Japanese-made; English titles—Toho
- OVER THERE—1914-1918**—DOC—90m.—Conceived and directed by Jean Aurel—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary
- NOT ON YOUR LIFE**—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—English-made—Royal Films Int.
- RED DESERT**—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty Import—Italian-made; English titles—Rizzoli
- RED LANTERNS**—D-85m.—Jenny Karezi, Georges Foondas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times
- SAMSON VS THE GIANT KING**—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander
- 7 DWARFS TO THE RESCUE, THE**—NOV—84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions
- SWEET AND SOUR**—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky Import—French-made; English titles—Pathe Contemporary
- SWORD OF EL CID, THE**—86m.—(Superclnscope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC
- SYMPHONY FOR A MASSACRE**—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts
- TAXI FOR TOBRUK**—D-90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts
- TERRACE, THE**—D-90m.—Graciela Borges, Leonardo Favio—5243 (12-30-64)—Bored youngsters at play ls mildly entertaining—Filmed in South America; English titles—Royal Films Int.
- THANK HEAVEN FOR SMALL FAVORS**—C-84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics
- WHITE VOICES**—C-93m.—(TC)—Paolo Ferrari—5295 (6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli
- WHY BOTHER TO KNOCK**—C-88m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts
- WOMAN IS A WOMAN, A**—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird import for special spots—French-made; English titles—Pathe Contemporary
- YOLANTA**—MU—82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

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19304 Army Mascot  
19305 Goofy Gymnastics  
19306 Home Made Home  
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19309 Truant Officer Donald  
19310 Golden Eggs  
19311 Test Pilot Donald  
19312 Lambert, The Sheepish Lion

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### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

097 Goliath II  
102 Noah's Ark  
119 Saga Of Windwagon Smith  
112 Donald and The Wheel  
139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

079 Japan  
086 The Danube  
099 Eyes In Outer Space  
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106 Mysteries Of The Deep  
127 Bear Country (Re-issue)  
131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

094 Legend Of Sleepy Hollow (Re-issue)  
114 Hound That Thought He Was A Raccoon  
118 Horse With The Flying Tail

## Columbia

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65651 (Sept.) Little Boy Bad  
65652 (Feb.) The Ride

### COLOR FEATURETTES

65441 (Sept.) Amazing New Zealand  
65442 (Nov.) Wonders Of Miami Beach  
65443 (Jan.) Fabulous California  
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65702 (Oct.) Bear Knuckles  
65703 (Nov.) Habit Rabbit  
65704 (Jan.) Horse Shoo  
65705 (Mar.) Pork Chop Phoebe  
65706 (Apr.) Crow's Fete  
65707 (June) Big Mouse Take

### MR. MAGOO CARTOONS (Re-issues)

65752 (Sept.) Magoo's Young Manhood  
65752 (Oct.) Scoutmaster Magoo  
65753 (Nov.) Ragtime Bear  
65754 (Dec.) Explosive Mr. Magoo  
65755 (Jan.) Spellbound Hound  
65756 (Feb.) Magoo's Three Point Landing  
65757 (Mar.) Rock Bound Magoo  
65758 (Apr.) Magoo's Masquerade

### COLOR FAVORITES CARTOONS (Re-issues)

65601 (Sept.) Animal Cracker Circus  
65602 (Oct.) Tooth Or Consequences  
65603 (Nov.) Little Match Girl  
65604 (Dec.) Man On The Flying Trapeze  
65605 (Jan.) Glee Worms  
65606 (Feb.) Fudget's Budget  
65607 (Mar.) Lo The Poor Buffal  
65608 (Apr.) Mountain Ears  
65609 (May) Rocky Road To Ruin  
65610 (June) Black-Board Review

### TWO REELERS THE THREE STOOGES (Re-issues)

65401 (Sept.) Hoofs and Goofs  
65402 (Oct.) Muscle Up A Little Closer  
65403 (Dec.) A Merry Mix-Up  
65404 (Jan.) Space Ship Sappy  
65405 (Feb.) Guns A Poppin'  
65406 (Apr.) Horsing Around  
65407 (May) Outer Space Jitters

### WORLD OF SPORTS

65501 (Dec.) Champion Stunt Divers  
65502 (Feb.) Skiing The Andes  
65503 (Mar.) Thousand Island Aquarama  
65504 (May) Winged Fury

## SERIALS (Re-issues)

65120 (Sept.) Perils Of The Wilderness  
65140 (Dec.) The Iron Claw  
65160 (Dec.) Adventures Of Captain Africa

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4575 Penthouse Mouse  
4576 Much Ado About Mousing  
4577 Snowbody Loves Me  
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4579 Unshrinkable Jerry Mouse  
4580 Tom-ic Energy

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6662-W Lucky Ducky  
6663-W Professor Tom  
6664-W Cat That Hated People  
6665-W Mouse Cleaning  
6666-W Goggle Fishing Bear  
6667-W Design On Jerry  
6668-W First Bad Man  
6669-W Smarty Cat  
6670-W Deputy Droopy  
6671-W Pecos Pest  
6672-W Cell Bound

## Paramount

### COLOR FEATURETTES

AA22-I Sportarama

### HIGH TOPPER

T22-1 Thin Along  
T22-2 Isles Of The Sun  
T22-3 Melody For Machines  
T22-4 The World Starts Next Door  
T22-5 Beauties Of Scandinavia  
T23-1 Fascinating Finland  
T23-2 Mayflower, U.S.A.  
T23-3 Commuting For Adventure

### NOVELTOONS

P23-1 Gramps To The Rescue  
P23-2 Hobo's Holiday  
P23-3 Hound For Pound  
P23-4 Sheepish Wolf  
P23-5 Hiccup Hound  
P23-6 Whiz Quiz Kid

### MODERN MADCAPS

M23-1 Happy Harry  
M23-2 Tell Me A Badtime Story  
M23-3 Pig's Feet  
M23-4 Sour Gripes  
M23-5 Goodie Good Deed  
M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

E23-1 Beach Peach  
E23-2 Jitterbug Jive  
E23-3 Popeye Makes A Movie  
E-23-4 Fly's Last Flight  
E23-5 How Green Is My Spinach?  
E23-6 Gym Jam

### COMIC KING

C22-1 Et Tu Otto  
C22-2 A Tree Is A Tree Is A Tree  
C22-3 The Method and Maw  
C22-4 Take Me To Your Gen'rui  
C22-5 Keeping Up With Krazy  
C22-6 Mouse Blanche  
C23-1 Panhandling On Madison Avenue  
C-23-2 Fizzle Fizzle  
C23-3 Sailing Zero  
C23-4 Fix That Clock  
C23-5 A Friend In Tweed  
C23-6 The Once Over  
C23-7 Service With A Smile  
C23-8 Call Me A Taxi  
C23-9 Highway Stobbery

### SPECIAL

B23-1 Jamboree At Marathon  
B23-2 Wyoming Snapshot

### SPORTS IN ACTION

D23-1 Festival Of The Bulls  
D23-2 Sky Divers  
D23-3 Speed On Ice  
D23-4 Best In Show  
D23-5 On The Bounce

## 20th Century-Fox

### TERRYTOONS

(2D ALL PURPOSE; DELUXE COLOR)

5401 (Jan.) Roc-A-Bye Sinbad  
5402 (Feb.) The Red Tarcot  
5403 (Mar.) Brother From Outer Space

5405 (Apr.) King Rounder  
5406 (May) Short Term Sheriff  
5407 (June) The Kisser Plant  
5411 (July) Adventure By The Sea  
5408 (Aug.) Oil Thru The Day  
5409 (Sept.) Outer Galaxy Gazette  
5410 (Oct.) The Gold Dust Bandit  
5404 (Nov.) Search For Misery  
5412 (Dec.) Molecular Mixup

## United Artists

### PINK PANTHER COLOR CARTOONS

6551 (Dec.) Pink Phink  
6552 (Feb.) Pink Pajamas  
6553 (Mar.) We Give Pink Stamps  
6554 Dial 'P' for Pink  
6555 Sink Pink

### SPECIALS

6480 Chagall (3 reels)  
6470 Beatles Come To Town  
6471 This Is Jordan (3 reels)  
6472 Dave Clark Five

## Universal

### TWO REEL SUPER SPECIALS

4501 (Jan.) Bigtown Village  
4502 (Mar.) Casey At The Met(s)

### SPECIALS

4504 (Dec.) Football Highlights Of 1964  
4505 (Feb.) Yesterday's Big Story

### COLOR ADVENTURES (One Reel)

4571 (Jan.) Keep America Singing  
4572 (Feb.) Flying Fisherman  
4573 (Mar.) Peewee Leaguers  
4574 (Apr.) The Great River  
4575 (May) Aquacapers

### WALTER LANTZ COLOR CARTUNES

4511 (Jan.) Three Little Woodpeckers (WW)  
4512 (Jan.) Case Of The Elephant's Trunk  
4513 (Feb.) Woodpecker Wanted (WW)  
4514 (Feb.) Fractured Friendship  
4515 (Mar.) Birds Of A Feather (WW)  
4516 (Mar.) Guest Who?  
4517 (Apr.) Canned Dog Feud (WW)  
4518 (Apr.) Half Baked Alaska  
4519 (May) Janie Get Your Gun (WW)  
4520 (May) Davey Cricket  
4521 (June) Sioux Me (WW)  
4522 (June) Pesty Guest  
4523 (July) What's Peckin' (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

3701 (Oct.) Panchos Hideaway  
3702 (Dec.) Road To Andalay  
3703 (Jan.) It's Nice To Have A Mouse Around The House  
3704 (Jan.) Cats And Bruises  
3705 (Feb.) The Wild Chase  
3706 (Mar.) Moby Duck  
3707 (Apr.) Assault and Peppered  
3708 (May) Well Worn Daffy  
3709 (June) Corn on the Cop  
3710 (June) Suppressed Duck

### BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare  
2722 (1-18-64) Dumb Patrol  
2723 (Mar.) Dr. Devil And Mr. Hare  
2724 (July) False Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

3301 (Sept.) Hair Conditioned  
3302 (Sept.) Broom Stick Bunny  
3303 (Oct.) Rocket By Baby  
3304 (Nov.) Tree Cornered Tweety  
3305 (Dec.) Heaven Scent  
3306 (Jan.) Rabbitson Crusoe  
3307 (Jan.) Too Hop To Handle  
3308 (Mar.) Zoom And Bored  
3309 (Apr.) The Hole Idea  
3310 (May) Napoleon Bunny-Part  
3311 (June) By Word of Mouse  
3312 (July) Half Fare Hare

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

3001 (Sept.) Where Winter Is King  
3002 (Apr.) Gone Fishin'  
3003 (May) Under The Little Big Top  
3004 (July) Winter Paradise

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

3501 (Nov.) Riviera Revelries  
3502 (Feb.) Football Royal  
3503 (Mar.) Rodeo Roundup  
3504 (May) Art of Archery  
3505 (June) Cowboy's Holiday



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Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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## EQUIPMENT WANTED

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## POSITION WANTED

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DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECON COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

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WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

# The A-MAN Corner

FASTEST GROWING CIRCUIT, means lots opportunity for advancement, needs managers. If you are qualified theatre manager looking for challenge, opportunity to grow, we're your company. Send resume past experience, personal information to PERSONNEL OFFICER, 212 W. Boardman St., Youngstown, Ohio. (623)

AVAILABLE: Young theatre manager, experienced in administration, personnel, payroll-purchasing, inventories, public relations, advertising. Out-going personality. \$125 start. Relocate. Contact PETER DANIELS, 2125 First Ave., N. Y. C., N. Y. (623)

MANAGER'S POSITION wanted, with booking as goal. Prefer Midwest. 23 years experience all phases operation, co-op advertising, exploitation, newspaper—radio advertising, with 11 theatre circuit. 42, married. BOX A616, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER: Experienced, publicity-minded manager for progressive first-run theatre in Middlesex County, New Jersey area. Age 30-40. Send complete resume including present salary to GENERAL CINEMA CORP., 4 Main St., Orange, N. J. 07050. (616)

10 YEARS INDOOR-OUTDOOR experience. Wish to relocate. Age 30. Prefer large Eastern Coast city, Baltimore, Phila., Boston or N. J. Have supervisory experience. Presently employed. BOX A623, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EXECUTIVE-GENERAL MANAGER, experienced in all phases of theatre business, available week nights and all day Saturday and Sunday. BOX B623, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: THEATRE MANAGER for central Pennsylvania area. Fully experienced. State experience, background, salary. All replies strictly in confidence. BOX A630, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

POSITION WANTED: College grad, 26, wants training position in theatre management, advertising and promotion of a theatre chain or film distributor. Willing to relocate. BOX B630, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST, knows booth and theatre business from A to Z. Publicity minded, former exhibitor, motion picture lab film tech. Would invest with right party only. Married, live in N. Y. C. BOX C630, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

A TO Z DRIVE-IN EXPERIENCE, ideal climate, all expenses, salary and percentage. Single or couple in forties. Knowledge of Spanish preferred. References, recent photo, complete history required. BOX C623, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Experienced manager to handle conventional or drive-in theatre in central Indiana. Give references. BOX D623, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

DRIVE-IN MANAGER at liberty. Charlotte, N. C. film district only. Former exhibitor, 30 years experience. Manager, booker and buyer. Sabre, reliable. No salary under \$125.00 week considered. BOX E623, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Combination projectionist and assistant manager. Year-round work with vacation pay. Non-union. Send references. Write C. A. DUNN, P. O. Box 876, Wapato, Wash. 98951. (623)

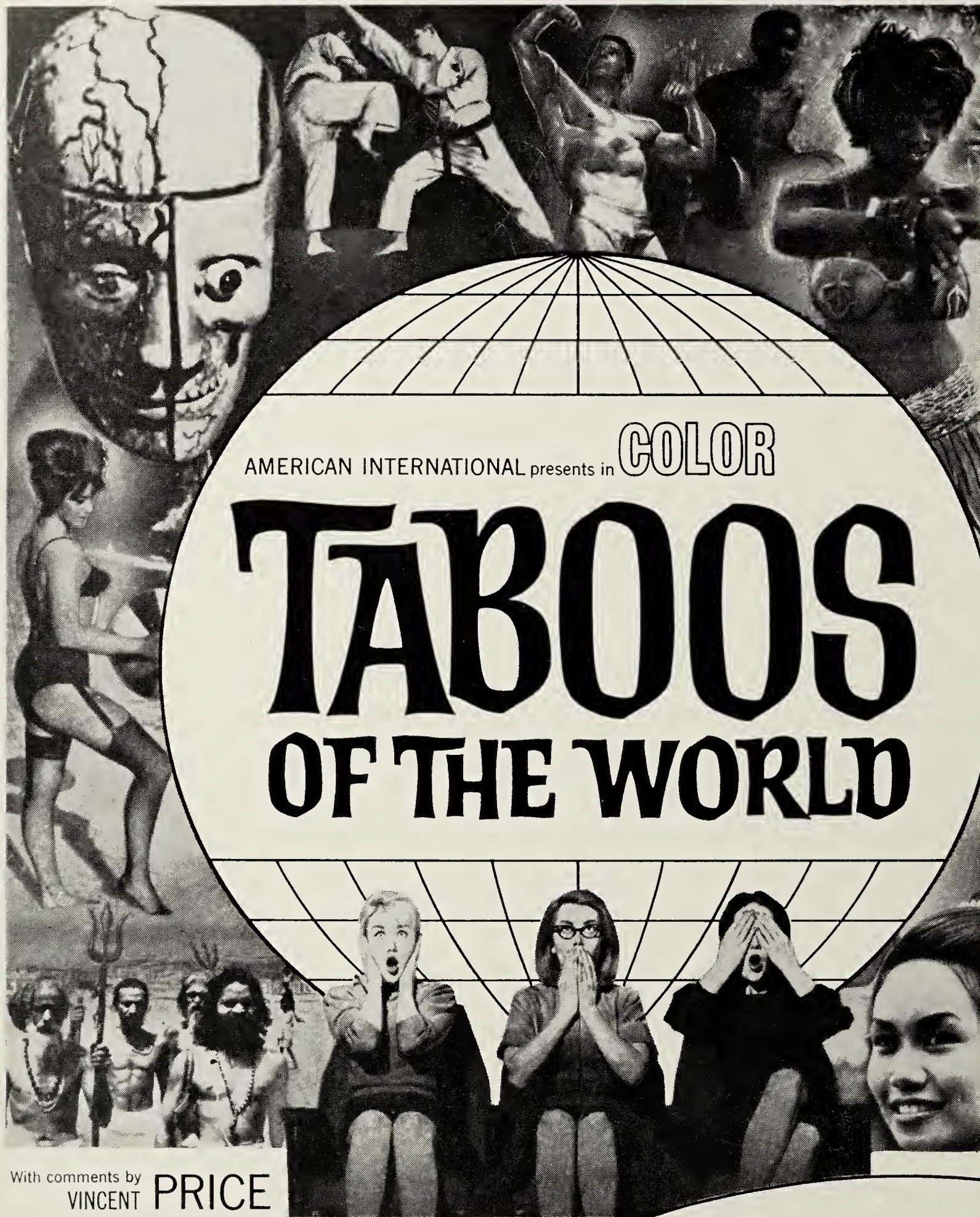
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**The A—MAN Corner**

{Motion Picture Exhibitor  
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Drive-In, Honolulu.. 1st 7 days.. \$6,634

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MOTION PICTURE

# EXHIBITOR

JULY 7, 1965

Volume 73

Number 24

IN THREE SECTIONS • THIS IS SECTION ONE



## **"Stranger" Wins New Legal Battle**

(See Page 10)

## **WB Jubilee For "The Great Race"**

(See Page 11)

Joseph E. Levine, Embassy president and "Harlow" producer, refers to himself as a visiting fireman during his whirlwind swings around the country. Philadelphia took him seriously and named Joe fire chief of the Levine Fire Department.

**ERA OF THE ROBBER BARONS . . .** see editorial—page 3



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VOLUME 73 • No. 24

JULY 7, 1965

OUR 47th YEAR

## ERA OF THE ROBBER BARONS

BIDDING IS A CONTAGIOUS DISEASE that spreads while all sides agree that it is evil and must be checked. An exhibitor talking to another exhibitor was asked what he thought of bidding. His answer: "Man, I'm against it . . . unless I'm in on it." His cynicism is understandable. As conducted in the motion picture industry, bidding often favors one participant over another. Anyone who thinks otherwise is living in a fool's paradise. An exhibitor forced into bidding—blind or otherwise—realizes before long that he is battling a modern Frankenstein's monster.

These feelings of suspicion and frustration are not helped by such unexplainable actions as the tight veil of secrecy over Justice Department discussions on consent decree changes. The independent theatre operator, lacking the buying power of the larger chains, can be forgiven if he suspects that the business dice are loaded against him. At the same time, the protection supposedly provided for independent businessmen by the anti-trust laws seem to have no effect on practices in the motion picture industry.

Recently we read a book, "The History Of Great American Fortunes." It described the manner in which certain business giants acquired their wealth. The stories weren't pretty, but they were factual. While we intend no comparisons to the motion picture industry, we think some of these yarns illustrate a peculiar concept about the place of ethics and morality in business that is still with us today.

The author says of the days when great fortunes were being accumulated: "Every strata of commerce was permeated with fraud and accepted as routine in the course of business."

Some examples: Stephen Girard made millions in shipping by trading with the British after becoming an American. During internal problems in Santo Domingo, planters put their valuables into his ship and returned to their homes for more. When they failed to get back to the ship in time, Girard simply sailed away with their valuable cargoes. Thus a fortune was born.

John Jacob Astor got his in the fur business, selling overpriced liquor to the Indians and then swindling them while they were drunk.

Russell Sage swindled his partners and betrayed the city of Troy, N. Y., by selling a railroad at a handsome profit to

one buyer after he had already sold it to the New York Central Line.

Andrew Carnegie sold arms to the U.S. Government. In 1893, disgruntled employees admitted that quality of the material was falsified to fool government inspectors. This revelation resulted in a fine of \$141,000 imposed by President Grover Cleveland.

J. P. Morgan also had an interesting start in the world of high finance. He bought 5,000 rifles during the Civil War for \$3.00 each. They had been condemned as dangerous and of inferior quality. He sold them to the government for \$22.00 each, and many soldiers lost their thumbs using them.

In "The Age Of Enterprise," it is reported that Union Pacific Railroad paid out \$400,000 in graft each year, while Central Pacific topped that by handing out \$500,000 annually. Great fun, wasn't it?

It's no secret that John D. Rockefeller, with the aid of friends in the railroad industry, forced independent competitors out of business by fixing prices and by blatant favoritism to those he could use.

So there is really very little that is new under the business sun, and bidding as it is conducted in the motion picture industry is a natural outgrowth of a history of cut-throat competition. First class theatres are pitted against last-run situations without regard to anything other than the quick dollar. Only two motion picture companies, United Artists and Buena Vista, see fit to inform bidders about the terms of winning bids on any picture.

The U.S. Chamber of Commerce confirms that no other business conducts bidding in such a high-handed manner, but the myopic Department of Justice, known in some quarters as the "Whitewash Department," sees nothing, does nothing and now tells nothing. Theatres continue to close and admission prices continue to spiral upwards to the detriment of industry and public alike.

It will get worse before it gets better. Rockefeller built an empire over the crushed remains of competitors forced out of business or forced against their will to merge with his Standard Oil Company under unfavorable terms.

It's an old story: "Them that has . . . gits!"

If you think this view of the business world is bitter, just talk to any exhibitor caught in the vice of a cut-throat bidding situation.

## THE GIFT OF LAUGHTER

WHEN JACK WARNER INVITED 350 of the nation's top newsmen to the "Great Race Jubilee" at the Burbank Studio, it was apparent that the film company thought they had something pretty special in the Jack Lemmon-Tony Curtis-Natalie Wood comedy spectacular. How right they were.

We were privileged to participate in the Jubilee, and it was great fun from start to finish. "The Great Race" made 350 staunch and influential friends, and the press coverage should have the public eagerly awaiting every opening of the film.

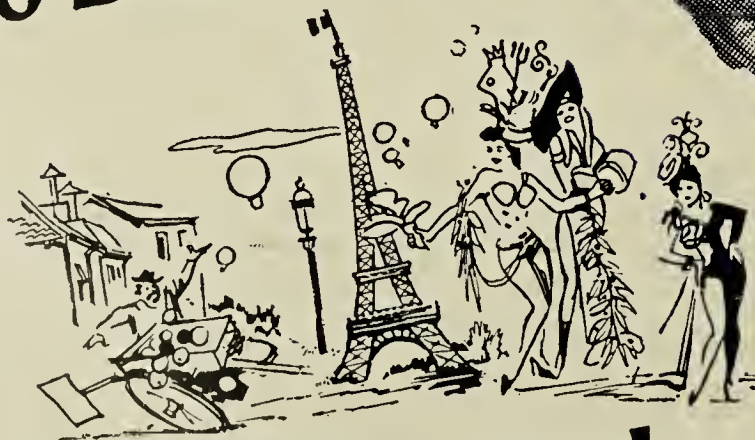
Many have complained that the motion picture industry has lost its glamour and that many recent films seem to have been made by men who have forgotten that the prime purpose of the screen is to entertain. "The Great Race" is an entertainment bonanza.

There is far too little laughter in today's complex, very serious world. Congratulations to Warner Brothers, Martin Jurov, and Blake Edwards—and to the stars—for supplying a generous share of that precious commodity.



"*THE ART OF LOVE*" IN ITS WORLD PREMIERE ENGAGEMENT IN CHICAGO IS EQUALLING THE GROSS OF "TOUCH OF MINK", "CHARADE" and "LOVER COME BACK"

James Garner  
Dick Van Dyke  
Elke Sommer  
Angie Dickinson



ALSO STARRING  
**ETHEL Merman**

CARL REINER • PIERRE OLAF • MIIKO TAKA

AS  
"MADAME  
COCO"

Based on a story by

RICHARD ALAN SIMMONS and WILLIAM SACKHEIM

Directed by NORMAN JEWISON • Produced by ROSS HUNTER  
A UNIVERSAL-ROSS HUNTER-CHEROKEE PICTURE





**CLEVELAND** — outgrossing “Touch of Mink.”

**ST. LOUIS** — as big as “Come September”  
and “Operation Petticoat.”

**ATLANTA** — equalled the gross of “Father Goose.”

**OKLAHOMA CITY** — bigger than “Charade.”

**TULSA** — equalled the gross of “Charade”  
and “Touch of Mink.”

**OMAHA** — topped the business of  
“Father Goose” and “Charade.”

**AKRON** — bigger gross than “Touch of Mink.”

**PITTSBURGH** — is equalling “Come September.”  
and in...

**LOUISVILLE** — opened to bigger business than  
any picture in Universal’s history...and is  
heading for an all-time record week.

**“LOVE” IS SWEEPING THE COUNTRY...AND  
SPREADING BOX-OFFICE JOY EVERYWHERE!**



# Cinerama

## Forman Forecasts Steady Output Of Films During Coming Two Years; Cites MGM, UA Percentage Deals

HOLLYWOOD—William Forman, president, Cinerama, told the company's annual stockholders' meeting that Cinerama has weathered what he called "the storm of the past year" and that he foresees a steady output of films for the next year and a half to two years.

"It is our objective," he said, "to continue to improve and upgrade both the nature of the deal itself and the Cinerama box-office grosses of the pictures involved. We hope to accomplish the latter by continuing to encourage the opening of additional Cinerama theatres throughout the world, and this, in turn, should result in increased revenue from the licensing of equipment to such theatres."

Forman said that the company is continuing to cut its overhead while consolidating its operations, and that the company will transfer its remaining offices in New York to the Cinerama studios building in Los Angeles.

Forman cited production arrangements with MGM and United Artists and said, "Cinerama's income from these productions will be based upon a percentage interest in the boxoffice gross, together with a weekly fee for licensing equipment in each of the theatres exhibiting the features."

Forman, Thomas C. Deane, Don Guttman, Robert W. Selig, Howard G. Minsky, Charles P. Emma, and Jack Hofert were reelected to the board.

## Small To Floyd Circuit

HAINES CITY, FLA.—Carl Floyd, head of Floyd Theatres, Florida's second largest theatrical circuit which is headquartered in this central Florida community, has announced that Herb Small, former manager of the Southeast Equipment Co., Jacksonville, has been employed by his company to supervise construction of new theatres.

A graduate engineer who is well-known to Florida exhibitors, Small has had many years of experience in theatre construction. He is currently in the Clearwater-Largo area where he is supervising the building of Floyd's new Thunderbird Drive-In. Upon completion of the Thunderbird in the next few months, Small will move to Tampa to direct the construction of a new drive-in on North Florida ave. and another one in the Temple Terrace area.

## Ferguson To Europe

NEW YORK—Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity, was in Paris to attend a series of meetings with the company's advertising and publicity executives from all European territories.

Following the conferences, Ferguson attended the Berlin Film Festival, where Columbia's "Cat Ballou" had been invited to participate in the international competition, the only American film so honored.

Ferguson then proceeded to Munich for conferences with Stanley Kramer, producer-director of "Ship of Fools," to discuss the Continental release of the film.

# Weathers The Storm

## Hetzel Hails N. Y. Goodbye To Prior Film Censorship

NEW YORK—After the adjournment of the New York Legislature, Ralph Hetzel, acting president of the Motion Picture Association of America, stated that the Association was gratified that New York State no longer maintains the archaic system of motion picture censorship which has existed for over 40 years.

Hetzel further commented, "New York now joins the other 47 states of the Union, which do not pre-censor motion pictures but maintain the same legal restraints over motion pictures as are maintained over other media of communication. It is our hope," he said, "that Maryland and Kansas, the two remaining states of the Union which still retain limited prior censorship, will shortly follow the lead of New York State."

Chancellor of the Regents Edgar W. Couper and State Education Commissioner James E. Allen said the N. Y. board had no present plans to seek restoration of the licensing program.

## Fox Promotes Bader To Publicity Manager Post

NEW YORK—Alan Bader has been promoted to publicity manager of 20th Century-Fox, it was announced by Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation for the company.



BADER

Bader, formerly national publicity coordinator and assistant to the publicity director, Mort Segal, joined the publicity department of 20th Century-Fox in April, 1963.

Before coming to 20th-Fox, Bader had his own publicity and public relations office. Previously, he was on the publicity staff of Embassy Pictures, and was assistant publicity manager of RKO Pictures. He was also an account executive with Victor Weingarten Public Relations, and served for two years as public relations consultant for the New York Civil Liberties Union.

Bader has been a staff member and an editor of daily newspapers, magazines and trade publications, including The New York Times, The Morning News, Florence, S. C., and Showbusiness. As a free-lance writer, he has had stories published in The Times and The Herald Tribune, as well as a variety of magazines.

## Kerasotes Plans Expansion

URBANA, ILL. — Kerasotes Theatres announced the updating of the Princess to an art house and a name change to the Variety. Aim is to show art films for the University of Illinois students.

Kerasotes also announced the construction of twin theatres on the campus in Champaign, Ill., to be known as the Co-Ed 1 with 750 seats and Co-Ed 2 with 850 seats.

## Hub's RKO Keith Memorial Acquired By Ben Sack

BOSTON—In a bold move for exhibition in Boston, Ben Sack, leading showman, took over the 2,800-seat RKO Keith Memorial Theatre in the heart of the city, a surprise move which followed the closing of the theatre, built in 1928, by only one day.

A determined champion of downtown theatre business, Sack, who has multi-million dollar theatre holdings in the city with five deluxe first run houses, said he will continue in his efforts to keep film patrons alerted to downtown first run top attractions.

"While others are building perimeter theatres on the outskirts of the city, I intend to concentrate on the downtown area and show the finest type of entertainment in the same zone as the city's rebuilding plans for the 'New Boston.'"

"Patronage downtown in Sack Theatres during Christmas week resulted in grosses four times the combined total of all the theatres on the perimeter," Sack stated.

Mayor John C. Collins immediately congratulated Sack on his foresight in preventing the loss of one of Boston's landmarks in show business. Future plans for the theatre, which will be renamed, and will serve as the flagship for Sack's circuit of theatres, were outlined by the showman:

"I plan to contact the top stage producers of the New York theatres in order to bring to Boston great stage attractions, in addition to headline entertainment in the musical field."

Next to the theatre which Sack has just acquired, construction is going on for a 28-story, 403 apartment high rise building, one of several projected downtown apartment houses in the New York manner. Sack also revealed plans to refurbish and renovate the entire theatre structure inside and out "from the arcades to the rooftop."

Sack recalled that he "jumped" into show business 10 years ago. "At that time," he said, "film companies were releasing their product to the major circuits, and when I opened the Beacon Hill, first in the chain, the product offered me was suitable for Saturday morning bar mitzvah shows."

The Boston showman is credited with being responsible for revitalizing the entire motion picture exhibition scene in New England. He plans to restore the Keith Memorial to the opulence of its earlier days when it was the showplace of New England. He said: "The thought of this magnificent showcase closing prompted me to negotiate with the RKO people and, as a result, the Keith Memorial has joined the Sack Theatre chain."

"After all, I've always had faith in the city of Boston and in the motion picture industry and in the film-going public. I believe our city is entering upon a resurgence and new vitality. I am proud to be a part of this rebirth, and I promise that I will continue to present the best possible entertainment at all of our theatres."

He indicated that with many roadshow films from Hollywood, he would use the ex-Keith house to show "the finest in unreserved seat films. It will give Boston a badly needed outlet for such motion pictures." He said when the old Keith Memorial is refurbished with new sound equipment, seating, carpeting, etc., it will still retain its elegance and charm.



It's a  
**"GIRL  
HAPPY"**  
summer  
everywhere

**7000**

**ELVIS**

playdates  
already!



Why settle  
for a Turkey? Get your  
**THANKSGIVING  
TIGER** from M-G-M!

**ELVIS**

in **"Harum Scarum"**

A Sam Katzman Production  
in **METROCOLOR**

**M-G-M'S  
THANKSGIVING  
RELEASE**

Hear ELVIS on  
the great new  
Soundtrack  
Album from  
RCA/VICTOR  
Records!





# NSS Acquires New Corporate Image Via Graphic Logos For Five Firms

NEW YORK—Advertising Industries, Inc., the new "one stop graphic arts service," has embarked on a corporate identity program in which graphic logos play the key role in dramatizing the company's expansion.

A logo of the letters A.I. for Advertising Industries, with the A roofing over a dotted I, symbolizes the combination "under one roof" of several long-established companies in lithographic, photogelatin and silk-screen printing, display-building, film-making and other graphics work. These companies are owned by National Screen Service Corporation, the nation's largest supplier of signs, displays, and film trailers for Hollywood movies.

M. S. Greenman, executive vice-president of Advertising Industries, Inc., describes the basic problem he gave the advertising agency, Eisen, Kanover & Workman: "We wanted a corporate image to reflect not merely the consolidation of separate services but to project a 50-year-old company's expanded outlook and facilities. We have changed from a company primarily serving the movie industry into a dynamic graphic arts complex of talented staff and modern plants serving all industries."

The corporate image program is under the direction of Robert Kanover, creative director and executive vice-president of the Eisen, Kanover and Workman agency. He worked closely on the logo designs with Robert L. Gruen, vice-president of the client company, who is also a leading industrial designer.

"The new corporate image captures the youthful vitality of a group of graphics companies with almost five decades of experience," explains designer Robert Kanover. "The new symbols create a vital new identity but retain the established reputations of each of the divisional companies."

Along with the predominant A.I. symbol for Advertising Industries, Inc., Kanover created new symbols for the parent company, National Screen Service, and each of the divisional companies—Continental Lithograph Company, American Display Company, and National Screen Productions, Inc.

The established NSS symbol used by National Screen Service Corporation, the parent company, was elaborated with curls at the ends of the letters S indicating curling film strips.

The National Screen Production logo, using the NSP letters, features a 16mm film reel incorporated in the letter P.

Continental Lithograph Company is identified by a simplified lithography roller extending from the letter C which encloses the letter L.

The American Display Company, one of the nation's largest silk-screen plants and display-builders, is identified with its letters, AD, repeated four times in perspective to reflect the three-dimensional effect of displays.

Each of the five logos are related to each other by a frame of parallelogrammed boxes running on top and along the right side. This frame is an adaptation of the distinctive design of clap-boards held in front of the movie cameras in Hollywood to identify each film take.

An extensive advertising campaign has been built around the logo designs. A series of ads is running in the New York Times and vari-



Advertising Industries, Inc., recently adopted the above symbols for the corporate image of its new one-stop graphic arts service. The new logos are NSS—National Screen Service Corporation; AI—Advertising Industries, Inc.; CL—Continental Lithography Company; AD—American Display Company; and NSP—National Screen Productions, Inc.

## Levine Hails Reaction To 5-City "Harlow" Tour

DETROIT—Well over 3,000 attended the WXYZ-sponsored trade-and-public screening at the Michigan of Joseph E. Levine's Paramount release of "Harlow."

After, interviewed by the Detroit Bureau, Levine stated:

"I am so grateful over the reaction of both the audience and exhibition that I predict 'Harlow' will outgross 'The Carpetbaggers.' I am very happy with the entire tour which reiterates my faith in operating at point of sales. This reaffirms that the value of and the best way to reach exhibition and the public is first-hand—so I can personally feel the reaction."

He also singled out Detroit for the cooperation of its exhibitors.

A luncheon afterward at the Sheraton Cadillac Hotel was attended by 80 exhibitors from all over Michigan.

Paramount's advertising and publicity director Joe Friedman told the diners that there had been locally, prior to opening, "53 million newspaper impacts" and 377 radio and tv spots. The pre-opening campaign cost was set by him at \$29,655.

## 7-Arts Names Execs

NEW YORK—Donald Klauber, formerly vice-president and national sales manager of Seven Arts Associated, has been promoted to executive vice-president and general sales manager and will assume complete responsibility for all feature film sales of the company for television in the United States and Canada, it was announced by Eliot Hyman, president of Seven Arts.

Thomas D. Tannenbaum has been appointed vice-president, programs, for Seven Arts Television and will head up the company's new west coast office, it was announced by W. Robert Rich, executive vice-president and general manager.

ous advertising trade journals. The logos are used as the theme of a brochure describing the consolidation and expansion of the previously separate services under the banner of Advertising Industries, Inc., to serve advertisers outside the motion picture industry.

The advertisements stress that "never before has one company been able to offer so many complete services" with all work from start to finish performed in the company's own plants.

## Woods, Royal Elected To Head La., Miss. Units

NEW ORLEANS—C. Clare Woods, president, United Theatres, was elected president of Louisiana Association of Theatre Owners. He succeeds Charles Bazzell, Baton Rouge.

Other officers named at the three-day annual joint convention of LATO and MTOA are Doyle Maynard, Natchitoches, first vice-president; E. T. Calongne, New Orleans, second vice-president; Frank DeGrauw, Abbeville, third vice-president; and William Darce, Morgan City, treasurer. Mrs. Gene Barnette, New Orleans, was returned to the office of secretary.

Elected to serve on the board are Matt Guidry, Pat, Lafayette; O. D. Harrison, Shreveport; Kermit Carr, Paramount Gulf Theatres; Mrs. S. A. Wright, Jr., New Orleans; John Luster, Natchitoches; Earl Perry, New Orleans; T. G. Solomon, Gulf States Theatres; Arthur Barnett, New Orleans; Gordon Ogden, Baton Rouge; Herman Gentry, New Orleans; Ted Crosby, Lake Charles; and Don Stafford, New Orleans. L. C. Montgomery, Delta Theatres, Inc., New Orleans, was returned as chairman of the board.

The Mississippi crew of office holders were returned to their respective offices for the 1966 term. Officers are Lloyd Royal, Jr., Meridian, president, and Harry Thomas, Gulf States Theatres, secretary-treasurer. Directors are B. F. Jackson, Cleveland; John Williams, Jackson; Kermit Carr, Paramount Gulf Theatres; Stanley Taylor, Natchez; Leon Roundtree, Holly Springs; Raymond Goodman, Starksville; Buck Prewitt, McComb; R. B. Cox, Batesville; Pots Williams, Clarksdale; Charles Eudy, Houston; J. C. Noble, Leland; Mart Mounger, Calhoun; Mrs. Ural Everett, Magee; Lloyd Royal, Sr., Meridian; Claude Bourgeois, Biloxi; Ed Ortte, Claremont Harbor; R. B. Dossett, Hattiesburg; and T. G. Solomon, Gulf States Theatres, McComb.

It was the best attended convention in the three years the two organizations shared the big event, drawing more than 350 delegates plus their wives, children, and friends. Besides election of officers, other business was the election of Bazzell at a joint meeting of LATO and MTOA as official delegate to the forthcoming Theatre Owners of America convention, scheduled to be held in October of this year. It was also resolved at this meeting to again hold a joint convention in 1966 on June 19-21 at the Broadwater Beach, Biloxi, Miss.

Bill Prewitt, Temple, Tex., won the Golf Tournament Trophy; Mrs. Mamie Dureau, Masterpiece Pictures, was declared champion gin rummy player.

## Lancaster Maps Facelift

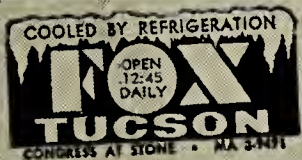
LANCASTER, PA.—The \$15 million North Queen Street redevelopment project got under way. The Boyd and Capitol theatres closed along with a bank, and demolition of properties was set to start. Planned for the area are a hotel, department store, parking garage, theatre, and office buildings. A time schedule for these projects will be worked out later.

## Technicolor Dividend Set

BEVERLY HILLS, CALIF. — Patrick J. Frawley, Jr., chairman of the board of Technicolor, Inc., announced the declaration of the regular quarterly cash dividend of 18¾ cents per share on its common stock, payable on July 28 to the stockholders of record on July 7.



# SLEEPER OF THE YEAR!



## HELD OVER

### 1st FULL-LENGTH FILM OF THEIR FINEST

Metro-Goldwyn-Mayer presents a Robert Youngson Production



THE BEST OF STAN & OLLIE! 90 MINUTES OF HOWLS!

## "Laurel & Hardy's Laughing 20's"

office cast of thousands [custard, chocolate, lemon meringue!]

### IT'S THE TALK OF THE TOWN

Everybody's Saying:

"Don't Miss the Best

Fun of the Year!"

### SWORN STATEMENT

### 253 LAUGHS

From George Fine Surveys, Inc., (Notary Statement) "Our staff clocked 253 solid laughs in the 90 minute span of the picture. Sustained laughter frequently hit an incredible 18 second duration. This picture holds laugh records of any comedy we have clocked in our 30 years experience!"

**NOTE!** This statement is great for ads. Survey was made at the Murray Hill Theatre in New York City at Sneak Preview by George Fine Surveys, Inc. whose clients include A.T.&T., Chrysler, General Electric, etc.

## STAN AND OLLIE BAT 1000!

### Held Over in First 2 Terrific Tests!

#### WESTHAMPTON THEATRE, RICHMOND, VIRGINIA

Manager Frank Novak wires: "Best opening in 11 months! Tops 'Becket,' 'Zorba.' 1st week almost doubles house average! House literally rocks with laughter. Applause after each show. Family attendance very good. Most favorable comments from all ages we have heard in many months."

"PEALS OF LAUGHTER. SQUEALS OF DELIGHT. GUFFAWS, STOMPS AND WHISTLES."—Times Dispatch

#### FOX THEATRE, TUCSON, ARIZONA

"First week more than 50 per cent over average", wires Manager Clyde Griffin. "From outset public enthusiastic. Phones rang constantly for time and price. Best family draw in long time. Disc jockey said: 'Funniest show I've ever seen. It's the greatest.' Audience ditto. Laurel-Hardy fans almost died laughing. Every single show applauded."

Says Arizona Daily Star: "TOPS TUCSON OFFERINGS! (which include biggest current films!) SHOULD MAKE JUST ABOUT EVERYBODY LAUGH UNTIL THEY HURT!"



# New Legal Victory For "Stranger" As Maryland Court Okays Showings

NEW YORK—"A Stranger Knocks," the controversial Danish motion picture import distributed by Trans-Lux Distributing Corporation, won another major legal battle when the Maryland Court of Appeals reversed a lower court decision, thus permitting the film to be shown throughout the state.

The subject of nearly two dozen separate censorship and court actions over a two year period, including a favorable United States Supreme Court decision rendered March 15, "A Stranger Knocks" has nevertheless continued to be the subject of much legal controversy. Its most recent encounter with the Maryland State Board of Censors, which is now forced to license the film for exhibition as a result of this most recent legal action, will likely be the last restraint imposed on the film anywhere in the United States, according to Richard Brandt, president of Trans-Lux.

This latest Maryland decision is significant in that the U. S. Supreme Court based its favorable findings for "Stranger" on an earlier Maryland censorship case. Immediately thereafter, both the Maryland censor and the New York State censor (the Board of Regents) instituted measures to revise their censorship laws to comply with the Supreme Court ruling. But, on June 11, the New York State Court of Appeals declared that the state's movie censorship law, revised or otherwise, was "null and void," a death blow to movie censorship.

Although Maryland's highest court opened the way for "Stranger" to be shown throughout the state, the detailed opinions of the seven judges of that court will be issued at a later date. This majority opinion will determine the ultimate fate of film censorship in Maryland.

## Redstone Circuit Opens New Showcase Cinemas

LAWRENCE, MASS.—"Showcase Cinemas" will be the name of the new deluxe twin theatres now under construction here, it was announced by the owners, Redstone Theatres.

It will represent the newest in theatre design and will feature many exclusive innovations such as, custom-grafted spacious lounge rockers; the latest in 70mm projection equipment; exclusive "sight-line" viewing; wall to wall surround screens; stereo sound, affecting full tone concert realism; and a beautiful mezzanine art gallery for local artists and craftsmen to display their work.

Showcase Cinemas opened June 22, and the beauty and decor of the twin theatres promises to make it a building to remain the forefront of area interest for many years to come. There will be "acres" of free parking available to patrons.

John G. Corbett, veteran showman, has been appointed managing director of Showcase Cinemas in Lawrence, according to the Redstone office. Returning to this area, Corbett, a native of Dracut, has been in theatre exhibition in Lowell, Haverhill, Winthrop, and Taunton, Mass., and in New York State in Syracuse and Gloversville. He was formerly general manager of the Cinerama theatre operation in northeastern Pennsylvania.



Times Square, New York, recently became "Variety Heart Square" for Variety Club Tent 35's Old Newsboys Day. Holding the street sign is Jack Levin, chief barker, and standing below from left to right are Irving Dollinger, Philip Harling, Harold Roth, Herman Schleier, and Ira Meinhardt, all of whom joined in selling the special edition of the Journal American to raise money for a Children's Heart Center to be erected at the New York Medical College—Flower and Fifth Avenue Hospitals.

## Music, TV Join Effort To Support Will Rogers

NEW YORK—Leading publicity executives from the fields of motion picture exhibition and distribution were named to be publicity co-chairmen of the entertainment and communication industries' 1965-1966 fund-raising drive on behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories at Saranac Lake, New York.

From exhibition are Ernie Emerling, Loew's Theatres; Harry Goldberg, Stanley Warner Theatres; and Fred Herkowitz, RKO Theatres.

From distribution are Robert Ferguson, Columbia; Phil Gerard, Universal; and Richard Lederer, Warner Brothers.

The announcement, made by Si Seadler, national publicity chairman, noted that all of the co-chairmen have served in previous years.

A record amount of money is sought in this year's Will Rogers Fund Drive—to further the research work and treatment of respiratory ailments—through both audience collections in theatres and the Christmas Salute by industry employees. The pledge of chairman Morris Lefko and his co-workers in exhibition and distribution this year is "More Than A Million."

Plans of the publicity committee encompass a wider exposure in the press, on tv and on radio in order to provide a sold-in-advance awareness of the national importance of the Will Rogers institution for both research and teaching.

Named as co-chairmen were John Burns, vice-president in charge of sales for MGM-TV, and Arnold Maxin, executive vice-president, Big Three Music Corporation.

### Agency For N. Y. Fete

NEW YORK—The Monroe Greenthal Company, Inc. has been named, for the second consecutive year, as the advertising agency for the New York Film Festival, it was announced by Amos Vogel, director of the Festival slated to be held at Philharmonic Hall Sept. 7-18.

## Chicago Film Festival Seeks Varied Categories

CHICAGO—In November of 1965, Chicago will be the scene of an unprecedented cultural event: the first annual Chicago International Film Festival. It is unprecedented not only within the experience of the city, but also within the larger context of any film festival ever held in any city. Not only will the Festival present the exceptional films, film artists, and film-makers as in any international film festival, but sponsors predict it will also present the widest spectrum of film categories, the richest awards, and the most original format in any festival to date.

The Chicago International Film Festival will bring together the best of recently produced motion pictures from all countries, and offer the public an opportunity to see a selection of the most interesting contributions from film producers around the world. Lectures, seminars, and discussions will also be presented during the Festival by outstanding personalities in the world of film.

Nov. 4-8, final elimination of entries will be open to the public at several leading universities, as well as civic and cultural centers, in the Chicago area.

Nov. 9-11, the gala presentation of award winning motion pictures will be open to the public at the Carnegie Theatre.

Applications must be submitted before the Aug. 15 deadline to be eligible for the \$10,000 in prizes as well as outstanding non-monetary awards. Producers of 35mm and 16mm feature films, short subjects, industrial, educational, religious, art films, tv commercials, and cartoons may obtain entry forms.

## Mann Signs Col. Pact

HOLLYWOOD — Columbia Pictures has signed Abby Mann to a multiple-picture deal calling for his services as a writer-producer, it was announced by Mike Frankovich.

Mann will produce a minimum of three films for the company under the pact, of which two will be from his own screenplays. The writer is currently adapting the MacKinley Kantor novel "Andersonville" for the screen, which will be produced and directed by Stanley Kramer for Columbia release. Mann also wrote the screenplay for Kramer's "Ship of Fools," which will be released by Columbia this month.

## Cameos For "Ulysses"

HOLLYWOOD — "Forever Ulysses," forthcoming Skouras-Matsoukas production, will be produced as a cameo-style, star-studded motion picture, announced producer Plato A. Skouras.

While Nick John Matsoukas, co-producer of "Forever Ulysses," is in Greece to survey locations and explore certain talent possibilities in Athens, his partner, Plato Skouras, is exploring the American rostrum of top motion picture stars to perform individual cameo roles in "Forever Ulysses."

## "Pussycat" Is Boxoffice Lion

NEW YORK — Charles K. Feldman's "What's New Pussycat?" is a standout in New York where it smashed opening-week records at both the Astor and Trans-Lux East with a combined gross of \$90,594 for the first week of its world premiere engagement, it was announced by United Artists vice-president James R. Velde.





LEFT, noble Tony Curtis, villainous Jack Lemmon, and beautiful Natalie Wood strike a pose for "The Great Race." ABOVE, left to right, Jubilee visitors Don Mersereau, Boxoffice Magazine; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; Ben Kalmenson, WB executive vice-president; and Harold Cohen, Pittsburgh newspaper critic.

## "GREAT RACE"

■ IT WILL BE NO SECRET to anyone who has already read the review in this issue of MOTION PICTURE EXHIBITOR or in any other press medium that Warner Bros. has a gigantic rollicking smash in the Martin Jurow-Blake Edwards comedy epic, "The Great Race."

Jack Warner himself is a gentleman who has had a hand in the production of countless hits, and he has never been one to allow Warners to hide its light under a bushel. So he invited 350 of the nation's top press people to the studio to see the picture and enjoy a heap of fine WB hospitality. The resultant nationwide publicity breaks should mean a highly receptive public for "The Great Race" as it makes its hard ticket way into the nation's theatres.

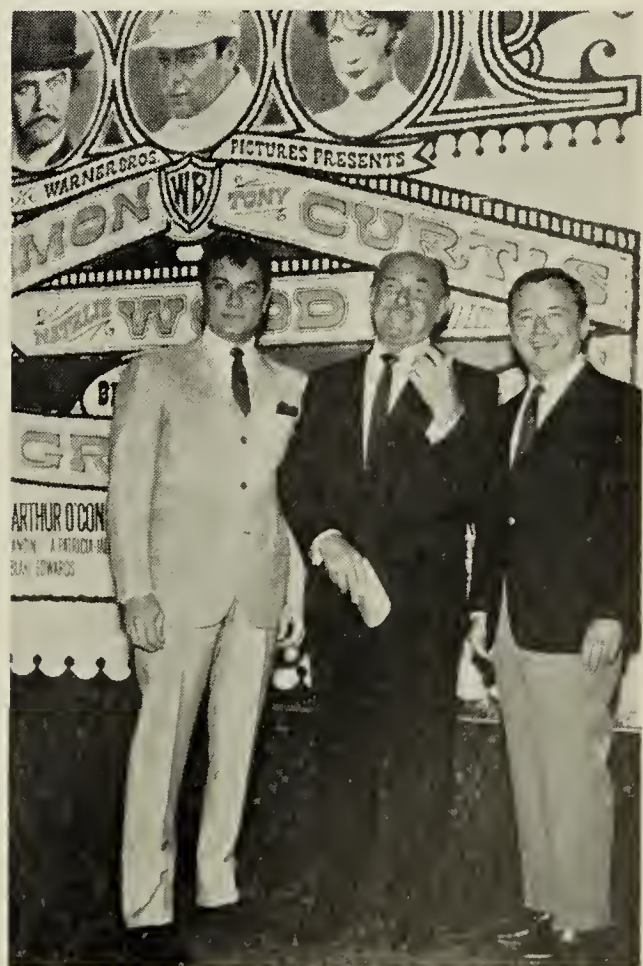
The press contingent had a wonderful time at "The Great Race Jubilee." They ate and drank; conducted interviews with stars and production executives; saw the film at the Hollywood Pantages; and toured the "Great Race" studio exhibit which has already drawn scores of thousands of visitors.

A top-talent stage show, emceed by Phil Silvers and sparked by the wit of President Jack L. Warner himself, wound up the festivities. The nicest thing a reporter can say is that the picture was as much fun as the junket.



Jay Emanuel rides the Leslie Special (naturally it's the hero's car) and WB vice-president and general sales manager Morey "Razz" Goldstein tries to hitch a ride.

BELOW, comedian Phil Silvers entertains at the gala floor show which closed out the press Jubilee in grand fashion. RIGHT, Tony Curtis, Jack Warner, and producer Martin Jurow pose in the middle of the colorful studio exhibit, which has attracted thousands.







JOSEPH e. Levine  
presents

Laurence Harvey · DIRK BOGARDE  
JULIE CHRISTIE

PRODUCED BY JOSEPH JANNI · DIRECTED BY JOHN SCHLESINGER  
SCREENPLAY BY FREDERIC RAPHAEL · ASSOCIATE PRODUCER VICTOR LYNDON  
MUSIC BY JOHN BARKWORTH · A JOSEPH JANNI PRODUCTION · AN EMBASSY PICTURES RELEASE





**shame,  
shame...  
everybody  
knows  
your  
name...**

**“Darling”**

**a powerful and bold motion picture...  
made by adults...with adults...for adults!**



# CATV Bound By Copyright Statutes, Krim, Nizer Tell House Committee

WASHINGTON, D. C.—United Artists president Arthur B. Krim and attorney Louis Nizer told the House Judiciary copyright subcommittee that present litigation will establish that CATV systems are subject to present copyright laws. They contended it would be unfair to their clients, 14 Hollywood producers of films for tv, for the proposed new copyright law to carry a CATV exemption.

National Community Television Association head Frederick Ford said that those who would force CATV systems to deal with numerous copyright owners might be creating a monster that will destroy them. He said costs might go so high as to force CATV systems into outright production of programs and pay-tv. He also said it might force CATV into the sale of advertising and elimination of network and local-station commercials, which would hurt the broadcasters.

Ernest W. Jennes, speaking for 160 independent station-members of the Association of Maximum Service Telecasters, said CATV already amounts to pay-tv, and if permitted to get a continued "free ride" on copyrights, may destroy free tv and turn the whole thing into a pay system.

Krim and Nizer represented Allied Artists Television, Danny Thomas Enterprises, Desilu, Embassy Pictures, Independent Television, MGM, Wolper Productions, Screen Gems, Seven Arts, 20th Century-Fox Television, United Artists Television, Universal Pictures, Walt Disney Productions, and Warner Brothers.

Nizer attempted to prove that CATV is legally bound by present copyright laws, and said that CBS and United Artists will win current suits against the systems. He pleaded with the committee not to give CATV immunity it does not have.

## Sidney To Serve Again As President Of DGA

HOLLYWOOD—For the 11th time, the Directors Guild of America re-elected George Sidney as its president at DGA's annual delegates convention held at New York's Waldorf Astoria Hotel.

Sidney has held the post longer than any president in the Guild's history, having already served for 14 of the DGA's 30 years.

Delegates attending the meeting nominated and elected officers, board members, and alternate board members to serve for two year terms.

Besides Sidney, officers are George Schaefer, first vice-president; Delbert Mann, second vice-president; Karl Genus, third vice-president; Wallace Worsley, fourth vice-president; Shields Dierkes, fifth vice-president; John Rich, treasurer; and Franklin Heller, assistant treasurer.

Board members are Leonard, Mann, Rich, Sidney, Schaefer, Dierkes, Genus, Heller, Schaffner, Worsley, Delmer Daves, George Stevens, Fred Zinnemann, Jack Shea, Stanley Kramer, Maury Schwartz, Mortimer O'Brien, James Digangi, Walter Coblenz, Robert Vreeland; alternates—Jay Miller, Phil Ruskin, H. C. Potter, Jerry Fritz, Lesley Selander, Ralph Nelson, Tom Donovan, David Butler, Willis Goldeck, Richard Moder, Ted Corday, Jack Sullivan.



Morris Lefko, right, vice-president and general sales manager, MGM, and Harold M. Austin, executive vice-president, Filmways, Inc., attended the recent invitational screening of MGM-Filmways' "The Sandpiper" at Loew's State, New York City.

## "Matt Helm" Series Next For Irving Allen Firm

NEW YORK—Irving Allen, independent producer of Columbia's "Genghis Khan," revealed at a press conference at the Columbia home office upon his return from London that the next film to be produced under the banner of his Meadway Productions will be "The Silencers," first of a series based on the exploits of Matt Helm, the character created by novelist Donald Hamilton.

Allen's company owns the screen rights to all of the Matt Helm books, which he plans to film at the rate of one a year. He said the pictures will be made in a style similar to that of the James Bond films with Dean Martin playing Matt Helm in every instance.

Allen said that "Genghis Khan," which was shot in Europe, cost \$4,800,000.

Mo Rothman, executive vice-president of Columbia International, predicted that "Genghis Khan" will take 450,000 Pounds in film rental out of England.

Rube Jackter, vice-president and general sales manager of Columbia, had equally high hopes for the film in the domestic market.

Doug Netter, vice-president, Meadway Productions, was also present at the press conference.

## Loew's Maps Summer Drive

NEW YORK — Loew's Theatres general manager Bernard Diamond, in association with division managers Daniel Cohen and Harold Graff, conducted a summer product merchandising seminar at Loew's Paradise. After outlining the outstanding lineup of films scheduled between now and Labor Day, Diamond announced a showmanship contest in which cash prizes to both managers and assistants of the theatres staging the best exploitation campaign during the months of July and August will be awarded.

## Meet Frank Owen, Memphis' Boss Of Year

MEMPHIS — Meet Frank Owen! He was voted the Boss-of-the-Year by the Memphis chapter of WOMPI. This year brought another



OWEN

honor for Owen, who until last May was office manager of the Columbia Pictures Corporation branch in Memphis. Upon the retirement of Norman Colquhoun in the spring, Owen succeeds him as branch manager.

The award was made at the annual installation banquet of the WOMPI chapter at the Gaslight Restaurant. Miss Lois Evans, Film Transit, went in as president.

One of the hobbies of the WOMPI winner is telling Cajun jokes. This although he is from Brownsville, Tenn. However, his wife, Irene, is from the Cajun country of Louisiana, and the Tennessean has been keenly interested in the culture of the section. He is also a devotee of country music. Relaxing moments are fishing time, and he has had many happy hours with Film Row friends in a boat.

"Folks see my boss hustling about checking change boxes, or his friends' change, and often wonder if Frank Owen is down to his last dime. This is not the case. He is an avid coin collector, and is forever wishing someone will slip; then he will discover a rare coin he has been wishing to acquire," tells Mrs. Mae Carper, Columbia employee who nominated Owen for the WOMPI award. She continues: "Working hours find our boss busying himself with the problems at hand, and more likely than not, checking files and cut-off cards himself, just like one of our office staff."

"Mr. Owen is respected by all of his associates in the Motion Picture Industry for his great capabilities, as well as his conscientious endeavor to contribute to his company, and the industry. He possesses boundless energy, which he uses well, for our branch work. It is fine men like Frank Owen who make the industry proud of this world of show biz."

In accepting the award, the new Boss-of-the-Year got a big laugh when he said: "You ladies are certainly taking the year's biggest gamble when you select me."

## Cinema Lodge Show Hailed

NEW YORK—Spearheaded by president Howard Minsky and citizenship, veterans and civic affairs committee chairman Sol "Shorty" Risner, New York's Cinema Lodge is receiving special commendations for the 90-minute variety show it assembled and presented for the hospitalized veterans of the Manhattan Veterans Hospital before one of the largest turnouts in the history of the Hospital.

The show, made possible through the cooperation of Joey Adams and Sid deMay of AGVA, included Lou Saxon as emcee; Josie O'Donnell, popular night club singer; Bob Levine, cantor and popular singer associated with National Screen Service; "Sondra," billed as the "woman of mystery"; former welterweight champion Barney Ross; former flyweight champ Corporal Izzy Schwartz; and silent screen star Carmel Myers and her daughter, Susan Adams, of the television show, "The Doctors."

Gifts for the veterans were provided by Miss Myers.



## U. S. Participation Heavy For Soviet Film Festival

WASHINGTON—"The Great Race" will be the official United States entry in the Fourth International Moscow Film Festival, which takes place July 5-20, in the Soviet Union.

Six other major American films will be shown out of competition; a documentary will be entered in the short subjects competition; and a large delegation of American film artists and executives will attend the Festival, in which 54 nations will participate.

The United States participation was announced by George Stevens, Jr., director of USIA's International Motion Picture Service, who will serve as chairman of the United States delegation.

"The Great Race" is a Warner Bros.—Blake Edwards production starring Jack Lemmon, Tony Curtis and Natalie Wood, and produced by Martin Jurow. Writer-director Edwards, Lemmon, Curtis, and Miss Wood plan to fly to Moscow for the Festival.

The official entry in the short subject competition will be "Nine From Little Rock," the USIA production which won the 1964 Academy Award for the best short documentary of the year. Charles Guggenheim, director of the film, will attend.

Robert Benjamin, chairman of the National Citizens Commission on International Cooperation, will be an official U. S. delegate to the Festival. Benjamin is chairman of the board of United Artists.

Fred Zinnemann, who was among the film directors honored at the recent White House Festival of the Arts, will be the American member of the jury.

Others expected to be part of the United States representation in addition to Lemmon, Curtis, Miss Wood, and Edwards are actors Gregory Peck, Mel Ferrer, Cliff Robertson, and Gene Kelley; actresses Audrey Hepburn, Felicia Farr, (Mrs. Lemmon), and Pamela Tiffin; and directors Stanley Kramer, Franklin Schaffner, and George Englund.

The out-of-competition films will include "My Fair Lady," "Mary Poppins," "The Best Man," "The Longest Day," "To Kill a Mockingbird," and "Lilies of the Field."

## Allied Bulletin Touches All Bases, From Convention Plans To Reviews

### Court Okays Two For NGC; Decision In Buffalo Delayed

NEW YORK—Federal Court Judge Edmund L. Palmieri approved applications of National General Corporation for an 875 seat house at the Pacific Heights Shopping Center, San Bruno, Cal., and an 850-seat house at the County Fair Shopping Center, Champaign-Urbana, Ill.

Decision was reserved for a twin theatre at the Thruway Plaza Center, Cheektowage, Buffalo, seating 1,000 in one auditorium and 600 in another. Drive-in operators in the area had appeared as friends of the court in opposition to the proposed acquisition.

### RAE Circuit Renovating House With Spanish Touch

ST. CLAIR SHORES, MICH.—Renovation on the Shores Theatre, recently acquired by RAE Enterprises, Inc., is nearing completion.

The marquee (which will have a Spanish valance) now reads "Shores Madrid," and the detail of decor supplied indicates carrying out the Spanish motif.

The house, which will seat 650, will have entire lobby, entryway, foyer and concession paneled in pecan wood. Decorations are in wrought iron with copper tones. RAE president E. C. Elford, without elaboration, says there will be "Spanish lighting effects."

The boxoffice countertop will be finished in copper, to which add "decorative plantings" and a "genuine hand-sculptured Spanish bull."

In the auditorium will be found staggered "hi-backed deep plush extra-wide rocking seats." Wash-rooms and toilet areas are to be sprayed with a vitreous-type hard coating.

Bruce Marsen has been chosen as house manager. General Theatre Service of Detroit will buy and book. Supervising decoration is J. D. Henry & Associates.

DETROIT—The Allied Report for July, which is going into the mail at writing, is a wrap-up of events for the past two months with a few more current items.

One of these notes that the Allied States 1965 convention at the Penn-Sheraton Hotel in Pittsburgh on Oct. 11-14 finds the agenda calendar already well underway, and that exhibit space is already "almost totally booked."

First space booker was the Electronics Division of ABC Vending Corporation. This is ABC's 18th consecutive year of exhibition at Allied.

Other items include information of the New York-New Jersey combined convention at the Concord Hotel at Kiamesha Lake, N. Y., on Aug. 2-5; reprint of the Code of Ethics on bidding arrived at in San Francisco at the recent Allied States convention at the Hotel Fairmont; urging use of the Green Sheet and information on availability; national board meeting resolutions endorsing Variety Clubs International and asking Allied members to join; appreciation to Seymour Poe of 20th-Fox for its advertising plans; recommending Allied regionals sponsor state regulation to regulate CATV; asking screenings for the Will Rogers short "A Place in the Country."

There is a protest, again, against National Screen price increase; already noted in MPE columns; of UTO joining Allied; a reprint of "Community Antenna Franchises—the Back Door to Pay-TV"; Allied's position in opposing the easing of the consent decree; and extensive screening reports.

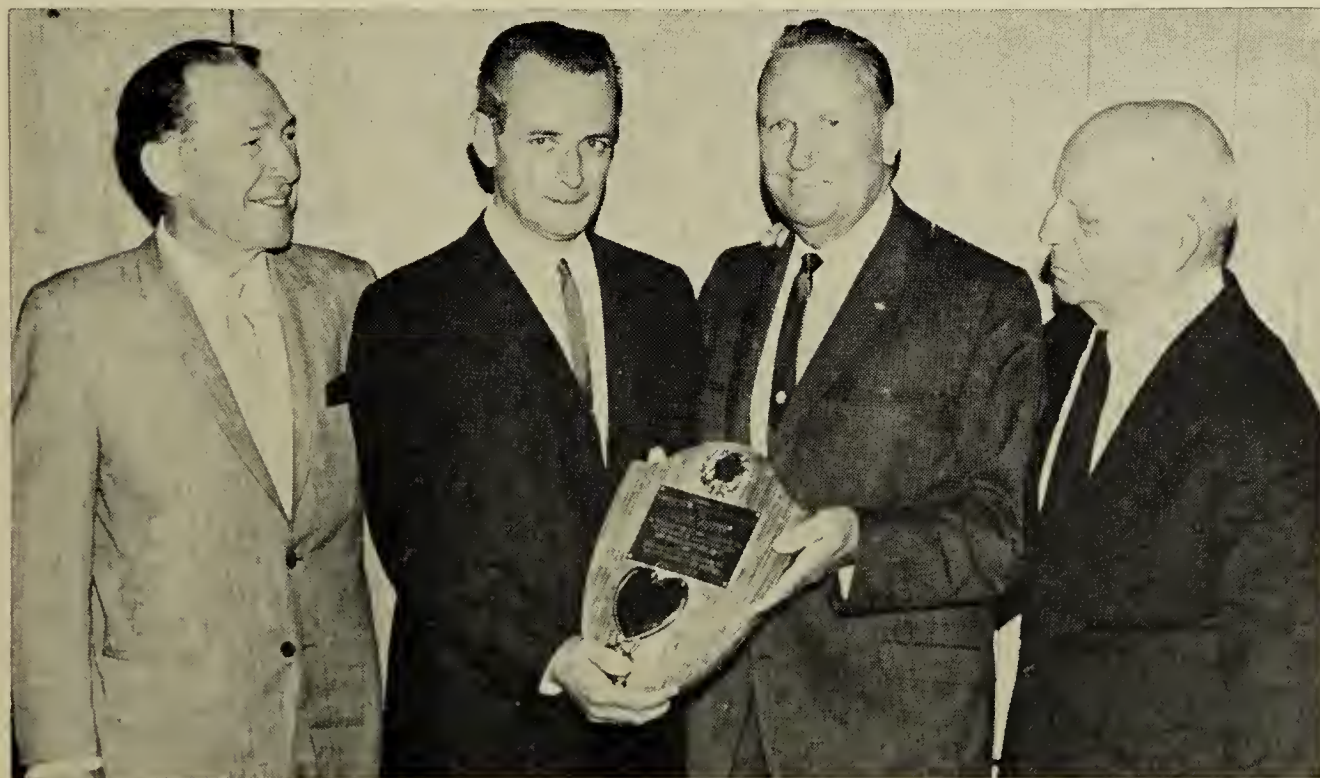
### Five Reissues To Pathe

NEW YORK—Pathe Contemporary Films has acquired distribution rights to five classic films by well-known directors, it was announced by Duncan McGregor, Jr., Pathe Contemporary president. All five motion pictures were previously distributed in the United States, but have been out of circulation in recent years.

The five include Carl Dreyer's "Ordet" ("The Word"), the story of a miracle in a small farming village told by Scandinavia's greatest director; Jean Renoir's "A Day in the Country," the famous featurette, based on de Maupassant's story, about the amorous escapades of two 19th-century ladies during a day's outing; Sir Tyrone Guthrie's "Oedipus Rex," a rendering of Sophocles' great play by the Stratford (Ont.) Shakespearean Festival Players; Renoir's "The Lower Depths," starring Jean Gabin and based on Maxim Gorki's drama, which has come to be recognized as one of the French filmmaker's greatest achievements; and Josef von Sternberg's "The Saga of Anatahan," the most recent film by the great director of "The Blue Angel."

### Col. Promotes Reiff

NEW YORK—Jules Reiff, veteran salesman, has been promoted to the post of Columbia branch manager in New York, succeeding Saul Trauner, retiring from this post after 35 years of service, it was announced by Rube Jackter, vice-president and general sales manager.



Chief Barker James H. Nicholson, second from left, presents Gene Autry with Variety Club of Southern California Tent 25 "outstanding humanitarian services" award at a recent Beverly Hilton Hotel luncheon in Los Angeles. Watching the presentation at left is Los Angeles Mayor Samuel Yorty and Herbert J. Yates, former head, Republic Studios, under whom Autry made most of his cowboy films.



# The NEW YORK Scene

By Mel Konecoff

AMERICAN INTERNATIONAL SENT A GROUP OF ITS YOUNG PLAYERS ACROSS country in a "Starburst of Youth" promotional program, and they wound up in New York last week in a final burst of activity to plug the company's policies and films. The visit marked the first for some of the personalities, and according to AIP president James H. Nicholson, "There is nothing more effective in stimulating movie attendance than in personal appearance tours; thus, American International allocates greater sums of promotional monies for public appearances than any other ballyhoo item."

The two-week tour prior to arrival here was in conjunction with five current and forthcoming AIP pictures, and they made the trips across country in three separate groups visiting some 15 cities, appearing at 325 theatres, 75 autograph parties, and have been exposed to 125 radio, television, magazine, and newspaper interviews. A similar cavalcade is planned for Europe in the near future.

Nicholson noted at a press luncheon that the second feature no longer has a place in today's market, and too many exhibitors are more inclined to book the top hits of the previous season as supporting fare instead of new "B" product. Therefore, American International is abandoning its production of supplementary material to concentrate on top quality product.

Thirteen features will be released during 1966, with seven to be filmed in Hollywood and six abroad. All will be youth and family-oriented, and all will be in color. Release will take place at the rate of at least one monthly, and themes will be musical comedies and suspense-adventure, as well as combinations of the two.

Nicholson was grateful to the young people who have participated in helping build AIP and in the group on tour. Present were Bobbi Shaw, Patti Chandler, Susan Hart, Jo Collins, Salli Sachse, Mary Hughes, Sue Hamilton, Ed Garner, and Aron Kincaid. (More on these when we get a chance and some space.)

**CATS AND HORSES: ELLIOT SILVERSTEIN, DIRECTOR OF COLUMBIA'S "CAT Ballou,"** was in town recently, and he termed the picture a vaudeville version of a western. Silverstein, who has directed many television shows, reported that this was his first theatrical venture, and the differences between the two media are not that great. In tv, the work proceeds at a much more rapid pace, and there are a few technical differences. However, the object is the same—to provide entertainment for the public.

So pleased are Columbia executives with the film that they have signed him to a term contract calling for him to make four-six features over a four year period. His first will be "The Innocent" for Sam Spiegel, to be filmed this fall.

"Cat Ballou" was entered in the Berlin Film Festival, and whether or not Europeans will appreciate the satire in a western is something that has yet to be determined. Silverstein thought that they would like to see Americans laughing at themselves. Adults will recognize the satire, while kids will like it because they see the adults being put down. It has thus far played in a sampling of theatres that included art houses, drive-ins, hard tops, etc., and it has done well everywhere, according to Columbia officials.

**SHOW BUSINESS TOOK OVER TIMES SQUARE LAST WEEK FOR THE RAISING** of funds on the first New York Variety Club's Old Newsboy Day for a Children's Heart Center at the New York Medical College-Flower and Fifth Avenue Hospitals. Industry executives, home office and exchange employees, sports figures, stars and starlets, leaders of industry and government vied with each other at locations throughout the area to sell a special Variety Edition of the New York Journal American at noontime.

A popular disc jockey with the teens, Cousin Brucie, manned the microphones atop a specially built platform in the heart of the Square, and he introduced such American International personalities as Bobbie Shaw, Patti Chandler, Jo Collins, Salli Sachse, Mary Hughes, Sue Hamilton, Ed Garner, and Aron Kincaid after they toured the area in a police-escorted motorcade, Lawrence "Yogi" Berra, honorary chairman, was on hand to help with the selling of the papers. Other glamour notes were provided by Victoria Carroll, Miiko Taka, and Dawn Villers, who have featured roles in Universal's "The Art of Love."

All of the personalities, as well as Ethel Merman, appeared at Shea Stadium the evening before between games of the Mets vs the Braves where advance copies of the issue were sold. Dancer Candy Johnson and a band known as The Exciters also participated in the round of activities.

**WELCOME: CENTURY THEATRES UNVEILED THE NEWEST ADDITION TO ITS** ever-growing family, the Paramus, located on Route 17 at the Garden State Plaza Shopping Center, in Paramus, N. J., before an audience of industry representatives and press last week. The result brought forth expressions of delight as the visitors explored the stadium-type auditorium containing 2,000 seats, which were of the push-back type and in widely spaced rows. The screen measures 25 feet by 52 feet, and there's a 120-ton electronically controlled air conditioning system.

Another item for the comfort and convenience of the public is an illuminated canopy on both sides of the theatre to protect during inclement weather. There's space for 500 cars in the area immediately adjacent to the theatre. The projection machines are the latest, being able to handle both 70mm and 35mm film with, of course, stereophonic sound.

The look-see had top executives of the circuit on hand including president Leslie R. Schwartz; vice-president and treasurer Martin H. Newman; secretary Joe Wickham; assistant vice-president for theatre operations Harold H. Newman; assistant vice-president for advertising, Charles W. Call; and others. We must say that these people really know how to throw a party and even some uninvited spies from the opposition were impressed with the affair and the house, according to whispered comments in our shell-like ears.

## Rockwell Art To Boost Interest In "Stagecoach"

HOLLYWOOD—In an unprecedented arrangement between the art world and the film industry, Norman Rockwell has been engaged by Martin Rackin to paint life-sized portraits of the stars of "Stagecoach," first project of the new Martin Rackin Productions at 20th Century-Fox.

Rockwell has painted portraits of three presidents, including the present incumbent, and a wide variety of world figures in other lands. He has designed two U. S. postage stamps, has been awarded three honorary doctorates and a roomful of medals and awards of all kinds. He has pictures in the National Gallery, Washington, D. C., in New York's Metropolitan, and in other museums. In 47 years, he painted about 300 covers ("I never counted them") for the Saturday Evening Post, employing scrupulous detail in catching the decisive moment with familiar characters in a familiar background. More recently, he has been interested in delineating broader themes, such as the brotherhood of man, for Look Magazine.

Under the arrangement with producer Rackin, Rockwell will do the portraits of the stars of "Stagecoach": Ann-Margret, Red Buttons, Mike Connors, Alex Cord, Bing Crosby, Bob Cummings, Van Heflin, Slim Pickens, Keenan Wynn, and a feminine co-star yet to be named. In addition, he will produce a full-scale action oil of Indians attacking the coach, which will be used as the trademark of the western classic in all advertising, publicity, and exploitation. It has been tentatively arranged that Rockwell will accompany a world-wide tour with the "Stagecoach" paintings on behalf of the film.

## Loew's To Camden Site

CAMDEN, N. J. — It was announced by Arthur M. Tolchin and Bernard F. Myerson, chief executives of the theatre division of Loew's, Inc., that a new 1,500-seat Loew's theatre will be erected in the Camden County Shopping Center on Route 38 in Cherry Hill Township.

J. I. Kislak, Inc., Newark, who are exclusive leasing brokers for the Center, negotiated the agreement between Loew's and Vornado, Inc., owners of the Two Guys Department Stores, one of which is located in the complex.

## Stark-Para. Deal Off

NEW YORK—The projected deal under which Ray Stark was to sever his connections with Seven Arts to join Paramount in an executive production capacity has apparently terminated.

A large number of 7-Arts properties continue on the Paramount distribution lineup, but Stark is not going to Paramount. An unofficial spokesman simply said, "negotiations have been terminated." Stark's future plans will be announced later.

## Ellerbroek Exits Tent 25

LOS ANGELES—Frank Ellerbroek has resigned as executive secretary of Variety Club of Southern California, Tent 25, to return to the land development business, according to club chief barker James H. Nicholson.

Nicholson paid tribute to Ellerbroek's services for the local Variety Club since his appointment in April, 1964. During that time, the club moved from Film Row to new quarters at the Beverly Hilton Hotel.





## THE PAWNBROKER

is now doing smash business in Boston and Atlantic City, and is in its 10th big week in three New York theatres. Soon it will open in Baltimore, Washington, Detroit, Chicago, Philadelphia and Cleveland.

Watch it!





# LONDON Observations

By Jock MacGregor

WHETHER IT IS THE EXCITING CHALLENGE OF SHOW BUSINESS OR THE burning desire to better past triumphs, few top film men ever seem to retire. An exception is Harold Boodson, who after a mere 53 years and rising from dispatch boy at the birth of the cinema to Rank's general sales manager, has decided to see more of his wife, enjoy a little leisure, and go racing to his heart's content. He will be missed. There is no one more respected, so popular, or better known in the industry. His good will is genuine, deep rooted, and not just as good as the current product. No opera singer has had such a send off or so many farewells. Everyone has wanted to fete him, and the junketing will continue into next week's column!

The first dinner was at the Dorchester when the Rank chairman, John Davis, paid his personal tribute, supported by Fred Thomas and Peter King. Here the guests were restricted to colleagues and personal friends, and it was good to see how many independent exhibitors were present. In proposing the toast, JD suggested his success was due to exhibitors all over the United Kingdom knowing him not just as a name but as a very real person—and in many cases a close friend. Summing up his career, he said: "What does matter is that throughout his whole working life he never became too busy or too important to keep up his close personal relationships with customers wherever they might be."

In his reply, Harold reflected the Boodson which has made him so endearing. He quipped about his enjoyment of the first few years of tradepaperman Fred Thomas's sojourn as managing director and ruefully added—"Then he learned the business." Reminiscing about the Rank Organization, he said with a twinkle: "If they sack you, they look after you very well; if they retire you, they are absolutely marvelous; when you are ill, the way they look after you is out of this world—but God help you when you are well enough to work."

Harold, who has the reputation of being tough but always understanding and a square dealer, feels that the greatest change which he has seen has been in the relations between exhibitors and distributors. Gone, he is pleased to say, are the days of cut-throat dealings when not a word could be believed. In consequence, he could ring exhibitors and seek a favor. Few refused when asked to help him by dating a picture and discussing terms after playing. Such conditions result in fair and happy trading, and if some companies do not get as much out of the U. K. market as others, it could be that rigid New York-dictated policies may get by with the bigger attractions but do not help run of mill offerings.

Indeed, listening to the speeches, ensuing talks over night-caps, and many observations at the Cinema Exhibitors Association Blackpool convention, and reading MPE editorials on distributor practices in America, one realizes how much better off the British exhibitor is—and, ironically, this is mainly due to those who some call monopolists. The only real moan I have heard from an exhibitor of late concerns Miles Jervis, who is unhappy regarding extended Birmingham first runs delaying bookings (circuit and independent) over a wide area. He feels that after some weeks, concurrencies should be allowed and that all would ultimately benefit. An industry committee is investigating.

**DROPPING IN ON JIM CARRERAS HE PROUDLY GAVE ME AN ADVANCE COPY of The Barker covering VCI's fabulous San Francisco convention. What pleased him most was that so many top men and stars found time to support it. He anticipates 1500 barkers at next year's meeting in London. Any day, he hopes to announce Variety's greatest scoop. It will bring joy and pride to every barker. Also bringing joy and pride to Jim is the wonderful business which "She" is doing world-wide. He has just previewed a Techniscope adventure, "Bandit of Kandahar." He will team it with the Jeffrey Hunter-Arthur Kennedy Spanish "western," "Vengeance," which he has acquired for U. K.**



Joseph E. Levine was presented an Award of Merit by the Cinema Exhibitors Association of Great Britain for contributions to the industry at the CEA annual conference at Blackpool, England. Seen, left to right, are C. H. B. Williamson, trade press editor; Peter Reed, Paramount sales director; Levine; R. Godfrey, CEA past president and conference chairman; Russell Hadley, managing director, Paramount Film Service; Tony Wood, CEA president; and Jock MacGregor, MOTION PICTURE EXHIBITOR London editor.

## Jacksonville WOMPIs Serve On Many Fronts

JACKSONVILLE—John Tomlinson, president of the local male Motion Picture Charity Club, who was guest speaker at the recent WOMPI installation banquet, gallantly stated that his organization could not have fulfilled its functions as a philanthropic group during the past year without the splendid support received from WOMPI members. Tomlinson particularly referred to the more than 1600 hours of service which WOMPI gave to the MPCC in its co-sponsorship of the annual Jacksonville Fair at the Gator Bowl and to the financial aid and personal services given by WOMPI at the Sunny Acres Park for Handicapped Children.

The installation was conducted by Mrs. Anne Dillon, former WOMPI president, who presented nosegays of Florida flowers blooming during June to each incoming officer and who recited original verses dedicated to each officer. President Kitty Dowell, MGM, received an orchid; first vice-president Edwina Ray, Florida State Theatres, received chrysanthemums; second vice-president Celia Brugh, Columbia, received marigolds; corresponding secretary Sandra Smoot, MGM, received violets; recording secretary Mary Hart, FST, received carnations; treasurer Ida Belle Levey, United Artists, received forget-me-nots; and members of the board of directors received lilies-of-the-valley.

Speaker Tomlinson's accolades of praise for WOMPI's activities referred to many contributions of service to the industry during the year at special screenings, premieres, and providing hostesses for social events and attendants for the annual public show provided by the Jacksonville Council of the Arts.

In addition to their personal contributions of money to the Will Rogers Hospital, local WOMPI members were volunteer workers as audience collections were made at local indoor houses and drive-ins.

Outside the industry, local WOMPIs contributed goods, money, and services to the Duval County Juvenile Shelter, the Northeast Florida Hospital, the local Naval Air Station Hospital, the All Saints Home for the Aged, the Rosewood Haven Home for the Aged, the Campfire Girls, the Pinecrest School for Retarded Children, the Muscular Dystrophy Association, the Cancer Society, the Tuberculosis Association, the March of Dimes, and considerable aid to destitute families.

Special guests at the WOMPI social affair in the Robert Meyer Hotel were LaMar Sarra, vice-president and general counsel of FST, Mrs. Sarra, and their daughter, Mrs. Richard Hunt of Miami; Tom Sawyer, FST, who was witty in his role as master of ceremonies; and Mrs. Sawyer; Miss Madge Jansen, manager of a large clothing outlet who donates to many WOMPI charities; C. H. "Buck" Robuck, United Artists, who delivered the invocation, and Mrs. Robuck; Ed McLaughlin, Columbia manager, and Mrs. McLaughlin; Charley King, AIP manager, and Mrs. King; W. A. "Bill" McClure, Universal manager, and Mrs. McClure; Walter Powell and Marshall Fling, Kent Theatres executives; Mrs. Sam Fletcher and Mrs. Robert J. Gordon, who were the guests of Shirley Gordon of Warner Bros.; Tim Harris, an insurance executive; Eleanor Moon, MGM; Joyce McCall and Betsy Glass, FST; the mother and husband of FST's Lenore Kirkwood; and Leo Witt, Film Row photographer.



## BOSTON

The 12th annual golf outing of the Boston film industry was held at Oakley Country Club, Watertown, with 150 industryites deserting film Row for the golf course. Film Row golfers huffed and puffed their way up and down the hills of Oakley as the non-golfers quaffed their thirst in the new club house lounge. When the last weary golfer finished, it was announced that branch manager Bill Kumins of Warner Bros. won the prize for the low net score. Harry Rogovin, Columbia branch manager, won a prize for having the closet drive to the pin in the 11th hole, and Zarven Alemian, Meadowbrook Drive-In, Middleboro, Mass., won the prize for the longest drive. Bob Atamian, Uxbridge, won the set of woods in the raffle. Arrangements were handled by the committee consisting of Ken Douglas, Bill Kumins, Dick Dobbyn, Mal Green, Al Levy, Larry Herman, Myer Feltman, and Jim Mahoney. . . . More than 200 delegates from various parts of the United States will attend the 27th annual convention of American Federation of Television and Radio Artists (AFTRA) at Sheraton-Boston Hotel on July 15 through July 18. The organization negotiates national codes and contracts involving radio and tv, filmed commercials, motion pictures, video tape, transcriptions, pay-tv, and phonograph records. . . . Melvin H. Davis, head of Davis Film Distributors, has been elected president of Boston Cinema Lodge, B'nai B'rith. Nathan Buchman was elected first vice-president; Philip Berler, second vice-president; David Dick, third vice-president; Louis Katz, treasurer; Joseph Hochberg, financial secretary; Henri Schwartzberg corresponding-recording secretary; Robert Waldman, chaplain.

## BUFFALO

A roster of 12 films has been scheduled for the Circle-Art theatre's summer festival. . . . Leslie Coulter, manager, Farman, Warsaw, N. Y., put on special showings of "The Truth About Spring" in behalf of the fund of the Warsaw Rescue Squad. . . . Harry Altman, Buffalo's "Mr. Showman," is advertising for sale his downtown entertainment center. The beautiful theatre-restaurant-night club on Main Street has featured most of the top stars of the entertainment world. . . . Norm Pader, MGM publicity and exploitation representative out of New York conferred with Arthur Krock, district manager, AB-PT, Buffalo and Rochester; Ed Miller, assistant to Krock, and Edward Meade ad agency head, on an advance promotion campaign on "The Yellow Rolls Royce," coming to the Center theatre. . . . Jules Lapidus, eastern division manager, Warner Bros. Distributing Corp., conferred with Buffalo branch manager Mike Klein on big WB summer attractions. The WB office is about ready to move into its new quarters on the third floor of the Vars building. . . . Two new members to the roster of Tent 7: Ronald J. Hoelcle, Holiday Theatres, who becomes a regular barker; and Joseph F. Schaefer, CPA public accountant, associate barker. Some important outdoor events dates for Buffalo Variety: Monday, July 12, monthly crew meeting in the clubrooms; Monday, July 26, Golf outing at Erie Downs Gold and Country club, Fort Erie, Canada; Monday, August 16, Variety Day at Fort Erie racetrack; Sunday, Sept. 19—First annual Tent 7 Clambake and Picnic at Kissing Bridge, Golden, N. Y. . . . On his return from the annual meeting of the board of directors of the Will Rogers



Dave Weinstein, director of advertising and publicity; Neil Hellman, theatre owner; and Lee Malone, group sales director, plan press agency sales luncheon for 20th-Fox's "The Sound Of Music" at the Hellman, upstate New York cinema showcase in Albany.

Memorial Hospital and the O'Donnell Memorial Research Laboratories at Saranac Lake, N. Y., Sidney J. Cohen, a member of the board and president of the Allied Theatre Owners of New York State, called a general meeting of the latter organization to elect new directors and discuss the combined convention of Allied of N. Y. and N. J., Aug. 2-5. The new directors will elect N. Y. Allied officers during the conclave at the Concord, Kiamesha Lake. Cohen also announced that members of the N. Y. or N. J. Allied attending Mon. through Thurs., Aug. 2-5 may include Sunday, Aug. 1 on the prorated charge. Those with reservations must write to the Concord if they wish to add the additional Sunday, he said. . . . Minna G. Zackem, manager, Pan-World Film Exchange, was enthusiastic over excellent business by American-International's "Ski Party" at Abbott and Bailey and the outdoor Aero, Park and Sheridan. . . . Elmer F. Lux, former president of the Buffalo Common Council and for many years prominent in both film distribution and exhibition, was elected vice-president of the Cerebral Palsy Association of Western New York.

## CHICAGO

Sig Sakowitz hosted a "Continental Brunch" in the Sherman House for stars of Universal's "The Art Of Love," Roosevelt. In attendance were Ross Hunter, Ethel Merman, Carl Reiner, Angie Dickerson, Dick Van Dyke, Elke Sommer and James Garner. . . . Irina Demick was in in connection with 20th-Fox's "Those Magnificent Men In Their Flying Machines," which opened at the Cinestage on a reserved seat basis. . . . A yellow Rolls-Royce was displayed on Michigan Avenue its rear wheels resting on tea cups and attracted huge crowds. The gimmick was dreamed up as exploitation for MGM's "The Yellow Rolls-Royce". . . . Joseph E. Levine held a press conference at the Little Theatre atop the Chicago theatre on behalf of "Harlow." He discussed various aspects of the "current far-ranging controversy of this multi-million dollar production" and his reasons for choosing Carroll Baker for the title role of Jean Harlow. Levine was in for the one day to meet the press and premiere of the film at the Chicago, which held an unprecedented free preview of the film hosted by radio station WCFL. . . . The Rialto and Follies, burlesque theatres, continued to operate despite pickets of striking AFL-CIO American Guild of Variety Artists over a basic wage scale. . . . Donald Buhatka was named manager of the DuPage, Lombard, Ill. . . . Jean Barr has been named to the sales staff of United Artists.

. . . Chicago newspapers at the behest of B&K Circuit are now extending regular institutional support to the industry through the use of gratis drop-ins on the daily movie pages such as "Summer Time Is The Best Time At The Movies," etc.

## CINCINNATI

The 500-seat Esquire Art, Clifton, began a new series offering an extra art movie at no increase in admission price. The Esquire Art special will be shown with the current new feature. Pictures for the blue ribbon bonus Sunday and Monday showings will be picked from a select list of foreign and domestic films. Under the one-year plan, the art picture bonuses will be in a series of six, related by filmmaker, content or style. The first bonus series will feature Bergman. "The Devil's Eye" was the first, on a double bill with a revival of "Black Orpheus." Five other Bergman films follow—"The Virgin Spring," "Smiles on a Summer Night," "Wild Strawberries," "A Lesson in Love," and the "Seventh Seal." The second series will be an assortment of Sunday specials in which different directors deal with similar themes. The range of selection is wide and will include top international art films. Programming is apace with the times and becomes a segment in the plan of Greater Cincinnati progressives, active in bringing motion pictures back into the realm of show business and art. . . . Harold Hoffert, office manager and booker for Allied Artists Pictures, has been transferred to the Cleveland exchange as branch manager. Jack Kirschbaum, formerly with Universal, succeeds Hoffert as booker-salesman. . . . Bob Rehme, Cincinnati Theatres, is general chairman for Variety Tent Three annual golf tournament, Aug. 16. . . . Miss Meridith McAndrews and Jeff Ruff, Universal booker, were married June 19. . . . New faces on Film Row include E. A. Ashkins, district manager for Magna Pictures Distributing and Judith Eysoldt, J. M. G. Film Co. office staffer.

## COLUMBUS, O.

Loew's Ohio held "Dr. No" and "From Russia With Love" for a third week. . . . Grand Cinerama, which begins operation July 1 under the banner of Beacon Enterprises, Inc., will up performances of "The Hallelujah Trail" to 16 per week, including daily matinees Monday through Friday and double matinees on Saturday and Sunday. . . . Screen and television star Donald O'Connor will bring the Hollywood Palace show to the Ohio State Fair Aug. 27, 28, and 29. Jimmy Dean also has been signed for the fair, appearing on Sept. 4 and 5. Other attractions previously signed include Andy Williams, Johnny Desmond in "Bye, Bye Birdie," the Dick Clark show, and the Ohio Valley Jazz Festival. All of these shows except the jazz festival will be "free" attractions. Holders of general admission tickets will be admitted without additional charge to the shows. General admission has been upped from 75 cents to \$1. . . . Art Theatre Guild has gone into partnership with Cincinnati exhibitor in operation of three Queen City art houses—Guild, Hyde Park, and Esquire. The latter two houses were acquired from Associated Theatres of Cleveland.

## DALLAS

Stephen Boyd was in Dallas for the American premiere of "Genghis Khan" at the Palace. Irving Allen, producer, was also here for the premiere festivities. . . . The showing of two motion pictures highlighted the



official opening of the Westwood, Interstate's new \$350,000 house. An invitational screening was held of Columbia Pictures' "Cat Ballou." The regular screen program was Walt Disney's "Cinderella," which had a multiple opening in the local area. The Westwood is one of two theatres to be opened by Interstate in the local area. The second is the Belaire in the Hurst-Belaire Shopping District, which will open in the fall. . . . Joseph E. Levine and Paramount Pictures staged a free preview of "Harlow" at the Rex Cinema and the Wilshire. There were 1,800 tickets available to the general public. The Auto Vista D-I is the only one in the city to feature Spanish language films. . . . A new family discount price has been introduced at the Capri for the road show engagement of "The Greatest Story Ever Told." Prices for children under 12 is \$1 and prices for students is \$1.50 Monday through Thursday, when accompanied by their parents. . . . Interstate is offering their Movie Discount Card for junior citizens (12 through 17) and for senior citizens (60 years young or more) at \$1, which entitle the holder to save up to 50 percent on movie admissions at any Interstate Theatre in the state. Application cards are available at all Interstate Theatres as well as renewal blanks for a 52 week period. . . . Interstate Theatres are also making available the ideal year 'round gift, Interstate's Book of Theatre Tickets in several denominations, each containing valuable bonus passes.

## DENVER

Service clubs, church groups and civic organizations of Grant, Nebr., joined hands in raising money and providing labor to erect a new theatre in that small town, which has been without a theatre since the old Grant theatre burned some three years ago. Managing the house is Maxine Erickson. It is open three times a week—Wednesdays, Saturdays and Sundays—offering a different program each day. . . . Ralph Batschelet, manager, Fox, Denver, has worked out a promotion in connection with the Star Baking Co., and Radio Station KBTR for a series of special kiddie shows involving a reported \$5,000 deal. . . . A handsome refurbishing job has been completed by Herb and Milton Boehm at the Cover, Fort Morgan, Colo. Seats have been reupholstered and new screen installed. . . . Neil Ross, Bluebird, Denver, attended the Miss USA Contest in Atlantic City. . . . Philips Norelco 35/70 mm projectors and new Simplex sound equipment has been installed by National Theatre Supply Co., in the East D-I. . . . The recent flood, which did millions of dollars damage to Denver and the area, did considerable damage to the Fox Centennial D-I. Reopening will be delayed. . . . A steady recovery is being made by Elizabeth Zorn, Hippodrome, Julesburg, following her recent illness.

## DETROIT

William Kaufman has been sent here by Joe Wohlander Associates of New York in behalf of the Landau Releasing Organization to lend a hand to "The Pawnbroker," Allied Artists release. The film, opening early July at the Camelot and Studio North, was given a varied campaign featuring many screenings to influential organizations. There will also be a sneak immediately before opening, and a premiere benefit. . . . The yellow Rolls Royce—the car that is—has been getting more publicity here than most stars. Not only feature articles, but tv news reels are showing the 1930 vintage vehicle complete



Ethel Merman, "Madame Coco," and three of her girls, Victoria Carroll, Miiko Taka and Dawn Villers, in New York recently to promote Universal's "The Art Of Love," appeared at Shea Stadium.

with mention of the film, names of the theatres. MGM's "The Yellow Rolls Royce" is opening showcase style at four houses.

Community Theatres has withdrawn from Cooperative Theatres of Michigan, and its buying and booking will henceforth be handled by Mitchell Theatre Service. . . . A move is afoot here to organize a WOMPI chapter. Among those on the organizing group are Mrs. Kenneth Brock, MGM; Miss Pat Klem, United Detroit; Miss Connie Simans, Buena Vista; and Mrs. Ann Squires, United Detroit. . . . In Pontiac, Mich., the operator of the Huron and Eagle theatres says he believes in giving the opposition a break. To that end, Wayne Smith presents every one he meets, in or out of his houses, a card which reads: "Free tv vs pay tv: The public is now finding that free tv and pay tv work the same as the bachelor who fell for the lures of matrimony. The bachelor learned that he was now paying for what he used to get free and enjoying it much less."

After putting the campaign wheels in motion for "The Pawnbroker," which opened at two houses, Bill Kaufman arranged with the Detroit Free Press to export entertainment writer Ken Barnard to New York. While there, interviews were scheduled for Barnard with Geraldine Fitzgerald, Ely Landau, Brock Peters, and others. The articles are appearing currently.

## HOUSTON

Hollywood film star Stephen Boyd paid a visit here for the opening of "Genghis Khan" at the Metropolitan. . . . Al Lever, city manager, and Ross Vallone, manager, Majestic, were recently quoted in an article concerning whether the Domed Stadium was a help or hindrance to local business concerns. Both Lever and Vallone said that the Dome has not hurt their business, and that the Dome brought in a lot of people from out of town. If anything, this means more amusement customers.

"The Greatest Story Ever Told" at the Windsor Cinerama made way on July 4 for "The Hallelujah Trail." Prices for the roadshow engagement are \$2.50 for evening showings and Sunday matinee, and \$1.75 for matinees, Monday through Friday. All children under 12 years of age are admitted for \$1.25. . . . Bill Moody, operator, Art Cinema, was once on the verge of closing the small art house because of slow business. Now Moody is having to add folding chairs in the aisles to take care of his increased business. . . . "The Sound of Music," in its third month at the Alabama, began daily matinees on July 1. . . . "Von Ryan's Express," based upon a story by former Hous-

ton author David Westheimer, opened at the Delman simultaneously with the New York premiere. The local performance was a benefit for the Lion's Eyes of Texas, eye bank. . . . Radio station KIKK sponsored a benefit performance of "The Hallelujah Trail" at the Windsor Cinerama, with the proceeds for the Houston All-City Symphony Orchestra trip to Germany. . . . The three Stanley Warner of Texas d-i's, the Airline, Winkler, and Pasadena, gave away free cigars to the first 150 fathers on Father's Day last Sunday and free lollipops to all the kiddies. . . . Interstate neighborhood theatres gave away a Lovera cigar to each dad attending any of their showings on Father's Day as long as the supply lasted.

## JACKSONVILLE

Dave Holloway, Hollywood's only female motion picture producer, visited on a tour for "I Saw What You Did," co-produced with William Castle. She was accompanied by Ed Hale, U exploitation man. They had luncheon with William V. Means II, Journal film writer, and Tandy Swink, news commentator for WJAX. Miss Holloway was interviewed by Judy Norman, Florida Times-Union staffer, who authored a feature on Miss Holloway's career. Her film is also receiving special advance treatment by Florida State Theatres. . . . Kitty Dowell of MGM, local WOMPI president, announced the following WOMPI committee chairmen for 1965-66: Sandy Hughes, Columbia, *Industry Service*; Betty Healy, United Artists, and Joyce Malmberg, Allied Artists, *Humanitarian Service*; Mildred Land, United Artists, *Will Rogers Memorial Hospital*; Mary Hart of FST, *Finance and Bulletin*; Claudia Fortwengler, FST, *Bulletin*; Edwin Ray, FST, *Publicity and Program*; Anne Dillon, FST, *By-Laws*; and Celia Brugh, Columbia, *Membership*. . . . Joel Stein, son of the late Lukie Stein, founder of Stein Theatres, received his M.D. from the University of Florida Medical School. He will intern at Gainesville, Fla. Dr. Stein graduated from Emory University, Atlanta, in 1953 and for seven years was general manager of Stein Theatres. . . . Wayne Tobey has taken over the Margate D-I, Pompano Beach, formerly operated by Frank Woodsby. . . . David Smith acquired the Port, Port St. Joe, a former Martin Theatres unit. . . . Bob Mullis is new operator of the High Springs D-I, formerly operated by C. P. Cohen. . . . Jennifer Newcomer, former staffer at the San Marco Art Theatre, was married on June 18 in a formal ceremony at the Lakewood Methodist Church to Hans Joachim Heinen, formerly of Overhausen, Germany. . . . Betty Healy of United Artists, chairman of the WOMPI Dimes from Dames Committee, has a June 30 deadline for collecting \$5.20 from each WOMPI member in line with their pledges to donate ten cents each week throughout the year to the Will Rogers Memorial Hospital and O'Donnell Research Laboratories. . . . Mary Hart, local WOMPI registrations chairman for members planning to attend the WOMPI Knickerbocker Holiday convention in New York City on September 17-19, said that 17 members and two Co-WOMPIs have already made reservations.

## KANSAS CITY

Mrs. Nancy Porter, National Screen Service, was installed as president of the Women of the Motion Picture Industry of Kansas City at a dinner in the Red Door Room of the Union Station Harvey House. Mrs. Patricia Pierstorff, immediate past president, in-



stalled the following officers: Miss Betty Smythe, Commonwealth Theatres, and Mrs. Hazel LeNoir, First American Corp., vice-presidents; Miss Donna Jones, Columbia, and Mrs. Anna Mae DePoortere, National Screen Service, secretaries; and Mrs. Marguerite Watson, American International, treasurer. New committee chairmen are program, Miss Smythe; membership, Mrs. LeNoir; publicity, Mrs. Mary Heuelsen Hayslip, Warner Bros., and Mrs. Vera Becker, exhibitor; service, Miss Goldie Woerner, 20th-Fox, and Miss Barbara Clark, Fox Midwest; industry service, Mrs. Bernice Powell, Commonwealth, and Mrs. Virginia Free, National Screen; by-laws, Mrs. Phyllis Seward, Warner Bros.; finance, Mrs. Judy Helton, Commonwealth; bulletin, Mrs. Dorothy Wackerman, Embassy Pictures, and Mrs. JoAnn Weaver, Universal; Will Rogers Hospital, Mrs. Myrtle Cain, MGM; yearbook, Mrs. Vera Wood, Kansas City Slide Co.; historian, Mrs. Grace Roberts, 20th-Fox; sunshine, Miss Billie Mistele; parliamentarian, Mrs. Pierstorff. In a final report to the 67 members and guests present, Mrs. Pierstorff disclosed that Kansas City WOMPI have clocked 3,600 service hours and 1,200 industry service hours, including Will Rogers Hospital, in the past year. Mrs. Katherine Mullaly, regional director, National Cystic Fibrosis Association, was a guest.

## MIAMI, FLA.

Wometco Enterprises, Inc., has announced it is now subscribing to the basic policy of the "Employers of Dade County Voluntary Plan for Equal Employment Opportunity," which is that all persons are entitled to equal employment opportunities, regardless of race, creed, color, or national origin. Wometco is now entitled to display and otherwise utilize the "Metropolitan Dade County Equal Opportunity Employer" emblem. . . . Michael H. Male has been named assistant to the senior vice-president and assistant house counsel of Wometco Enterprises, Inc. Male reports to Richard F. Wolfson, Wometco senior vice-president. He is a graduate of Yale Law School and a member of the Pennsylvania Bar. . . . Wometco Theatres were in the midst of their 40th anniversary celebration with special events in every theatre. . . . Joy McGarry, MOTION PICTURE EXHIBITOR local representative, returned from a vacation trip to England with husband Dick. While there, they paid a return visit to Pinewood Studios and watched scenes being filmed with Sean Connery for "Thunderball." Connery and the McGarrys arrived at London airport at the same hour, the former having just left Nassau and Miami Beach for location scenes there for his latest James Bond release. In Paignton, England, the McGarrys laughed at the initial Morecambe and Wise picture, "The Intelligence Man," which they had watched being filmed at Pinewood last October.

## MEMPHIS

Nov. 8-10, Chisca-Plaza Hotel, Memphis, will be the time and the place of the 56th convention of Tri-State Theatre Owners of Arkansas, Mississippi, and Tennessee, announces Leon Rountree, president, Holly Springs, Miss. There will be sessions devoted to general operation of theatres in small towns. J. H. "Tommy" Thompson, Hawkinsville, Ga., will be chairman of this part of the program. There will be tours of the new and remodeled theatres in Memphis. Richard Lightman and Watson Davis, Malco chain, will present a review of films about to be released. Concessions discussions will be led

by Teddy Solomon, McComb, Miss., and Max Connett, Newton, Miss. . . . Temple, Fort Smith, Ark.; Fulton, Fulton, Ky., and Paramount, Jackson, Tenn., formerly operated by Paramount Gulf, are now in the Malco Theatres chain. . . . Talisman, Rosedale, Miss., closed for several weeks, has reopened. State, Starkville, Miss., has closed. Openings in Mississippi include Rex, DeKalb; Tippah Drive-In, Ripley; and Moon Lite Drive-In, Aberdeen. . . . Mrs. Bruce Stewart announces the closing of Pastime, Danville, Ark., and Rowley United Theatres announces the permanent closing of Broadway Drive-In, North Little Rock, Ark. Paramount, Helena, Ark., has been closed for repairs. Majestic, El Dorado, Ark., is closed, as is Lyric, Mena, Ark. Mena Drive-In, Mena Ark., has opened for the season. Malco Theatres has closed its U-Ark, Fayetteville, Ark., for the summer. Fort Chaffee, Fort Chaffee, Ark., reopened.

## NEW HAVEN-HARTFORD

Mr. and Mrs. Morris Keppner, Burnside, East Hartford, became grandparents for the first time with birth of a boy, Samuel Irwin, weighing in at 7 pounds, 10 ounces, to their son-in-law and daughter, Mr. and Mrs. Richard Margolis, Springfield, Mass. . . . A. M. Schuman, president Park St. Investment Company, owners, Central, West Hartford, flew home to Daytona Beach, Fla., following annual Park St. Investment stockholders meeting. Attorney Isadore M. Waxman, Park St. Investment counsel, has been elected to the board of directors of the Berg Exterminating Company, West Hartford. . . . Allen M. Widem, Hartford Times amusements editor, flew to Los Angeles for world premiere of Warner Bros.' "The Great Race," as a guest of the film company. . . . Murray Lipson, Central manager, attended a New York screening of UA's "What's New, Pussycat?" . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, New Britain, chaired a meeting of Perakos managers from northern Connecticut towns. . . . Stanley Warner Theatres' New England zone office, New Haven, has moved part of its auditing and film booking-buying departments to the New York home office, the action affecting Harry Kaplowitz and Francis Flood, among others. S W operates 23 theatres in New England, situated in Connecticut, Rhode Island, and Massachusetts. . . . In Springfield, Mass., the first-run Poli has shuttered for the summer, the theatre's operating firm, Worthington Theatre Corporation, attributing the action to impact of drive-in theatres and lessening downtown first-run revenue. Loew's Theatres, Inc., New York, owned the theatre from the mid 1930's to June, 1964.

The Nutmeg Theatre Circuit, New Haven, is remodeling the first-run Norwalk, Norwalk, Conn. The theatre will not close during the renovations. . . . General Cinema's Milford Cinema, Connecticut Post Shopping Center, is offering 50 cent admission to adults Tuesdays and Thursdays from 12:30 to 1:30. The policy is advertised as "Bargain Hour." Similar offer is in effect daily at the independent Rivoli, Bridgeport, and is advertised on Wednesdays at the Stanley Warner Merritt, Bridgeport. . . . Attorney Joseph A. Adorno, counsel for the Adorno Theatres, Middletown, has been appointed a judge of the Connecticut Circuit Court by Governor Dempsey. . . . Miss Louise L. Mace, 71, retired amusements editor of the Springfield, Mass., Union and the Springfield Sunday Republican, died. She was with the Springfield newspapers for 40 years. . . . David Totman, son of James M. Totman,

Stanley Warner Theatres New England zone manager, and Mrs. Totman, has launched into the practice of law at New Canaan, Conn., following graduation from the Yale University School of Law. Young Totman will wed Miss Lisa Farrel, Woodbridge, Conn., July 10.

## NEW ORLEANS

Mrs. Lillian Sherrick was installed president of the New Orleans WOMPI at a dinner meeting in the Andrew Jackson Room of the Andrew Jackson French Quarter Restaurant. Also seated were officers and committee chairman, who will serve as the operating board in accordance with the newly adopted WOMPI International by-laws. . . . Eileen Kaiser, after 17 years with Columbia Pictures, resigned to take a bookers' position at United Artists. . . . Frances Griffin, Paramount staffer, is recuperating at home from surgery. . . . Sylvia Casbergue, wife of Clayton Casbergue, Paramount booker is convalescing at Mercy Hospital from an operation. . . . H. P. Mosely, MGM office manager, was installed as treasurer of the Greenline Lion's Club of Metairie, La., and received an award for perfect attendance, at a dinner at Sclafanie's Restaurant. . . . Ken Wilkinson, student booker at Universal, resigned. . . . Milton Lindner, former salesman for National Screen Service in the Dallas office, is the new manager of the New Orleans branch. . . . Don Kay, head, Don Kay Enterprises, returned from a trip to Waupun, Wisconsin, to see his aunt, who had suffered a serious heart attack. . . . Gulf States Theatres scheduled August 1 for the opening of the newly built Twin Drive-In, Jackson, Miss., named for two of Mississippi's college football teams—the Rebel and Bulldog. . . . August 1 is also scheduled for the opening of the Star Drive-In, West Monroe, La. . . . Janette Howard, Film Inspection Service, returned to her duties after being out a week with an injured foot. . . . Judy Hanmer, formerly of local film row, now of Duluth, Minn., returned for a visit. . . . Frank Glick reopened his Moron, Miss., house after several weeks closing for refurbishing. . . . Joy N. Houck and associates newly constructed Eastgate Cinema had its grand opening. . . . L. M. Fulton closed the Bellamy, Ala., theatre leaving the town without a motion picture house for the first time in a score of years. . . . G. Y. Harrell, old-timer in show business, recently opened Concessions, Inc., Metairie, La., specializing in Manley supplies, equipment, etc. He is assisted by his wife, Eunice. . . . Mrs. Annette Jordan replaces Jo Simmons, resigned from Gulf States Theatres' booking department.

## PHILADELPHIA

Friends and co-workers of Elizabeth "Mickey" Marrandino, United Artists' booker, tendered her a farewell party upon her resignation. She had been with UA for a number of years. . . . Warner Brothers scheduled a trade screening at the Broad of "Having A Wild Weekend" with the Dave Clark Five for today (July 7th) at which teen-agers as well as exhibitors and disc jockeys were invited.

## ST. LOUIS

Many local industryites attended the open golf tournament at the Bellerive Country Club. . . . Film stars Charleton Heston and James Franciscus were in in connection with a tennis tournament to be held in Forrest Park. . . . Ronald Krueger, Wehrenberg The-





Among the "Colonels" attending the recent premiere of the Columbia short subject, "Wonders Of Kentucky," at Frankfort's Capitol theatre were, left to right, Col. Harry Foster, producer and director; Col. Gene Lutes, regional manager, Chakeres Theatres; Col. Phil Fox, branch manager, Columbia Pictures, Cincinnati; Col. Mack Fisk, director, Industrial Information Division; and Col. Billy Vaughn, composer, holding a "Jockey Oscar" awarded him for his music for the film.

atres president, and his wife, were fishing partners of Lester Kropp, Wehrenberg booker, and his wife, on a weekend trip to Roy L Ranch in High Hill. . . . Judy Bader is now secretary to Ronald Krueger, head, Wehrenberg Theatres, replacing Dorothy Paacnik, resigned. . . . Millie Rice is a new addition

to the Wehrenberg accounting department, being promoted from cashier at South Twin Drive-In.

### SALT LAKE CITY

Rosemary Forsyth was in in connection with the opening of Universal's "Shenandoah," Woodland Drive-In. With her was Andrew McLaglen, director of the film. . . . 20th-Fox's "Those Magnificent Men In Their Flying Machines" opened a roadshow engagement at the Studio. . . . The 15th annual Shrine Circus produced by Polack Brothers for El Kalah Temple opened here.

### SAN ANTONIO

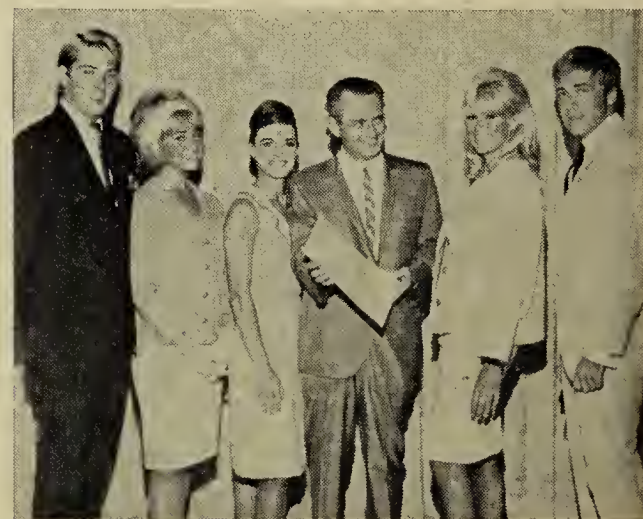
The City Recreation Division presented a free movie "under the stars" at a number of recreation centers. "Flight to Mars," a color spectacular, was shown at Palm Heights, Alazan, South San, John Tobin, and Mirasol Recreation Center. . . . Herman Sollock, manager, Woodlawn, operated by Cinema Arts, is back on duty following a stay in the hospital. . . . Jerry Kusenberger, formerly a projectionist with Interstate's Broadway, is now at the Cinema Arts Woodlawn. . . . The H. E. B. Food Stores are sponsoring a "Summer Movie Jamboree" with \$100 cash prizes and two bicycles as prizes in a coloring contest being conducted in conjunction with the showing of "Clarence, the Cross Eyed Lion" at the Laurel and "Cinderella" at the Josephine. . . . The Highland, which has been closed for a number of years, is being demolished by a wrecking crew to make way for a modern freeway. . . . From June 28 until July 4, the Alameda will present for the first time in the city Mexico Cinema's Film Festival, seven days of consecutive on day premieres. Each day, there will be a new show. . . . Carlton White has sold his Princess, Sanderson, Tex., to Mr. and Mrs. O. T. Sudduth. White plans to retire after 36 years in show business because of his health. He plans to assist the new owners of the Princess in the operation of the theatre. . . . The Sky-Vue D-I, Lamesa, Tex., observed its 17th anniversary with a number anniversary specials ending with the number 17. License plates ending with 17 won free admission for drivers of the cars; special prizes were offered to those having 17 in their Social Security card or driver's license; and several specials were offered at the concessions stand for 17 cents. . . . A tornado damaged the Bozo D-I, Hale Center,

Tex., knocking out the water, electricity, telephone service, and slightly damaging the screen. Tommie Leathers is manager.

"Shenandoah," which had three Texas city premieres with a troupe of the stars appearing in each city, was held over at the downtown Majestic, managed by Lynn Krueger, for a fourth week. The film is scheduled to make way for "Von Ryan's Express." "Shenandoah" is booked to open its first suburban run at the Woodlawn, managed by Herman Sollock, where "Genghis Khan" was in its second week. . . . Two Walt Disney films, "Cindrella" and "Golden Horseshoe Revue," went into their third week at the suburban Josephine, managed by George Kaczmar. . . . John Santikos, operator, Olmos, booked "The Art of Love" for a first run showing at this suburban house. . . . Services were held for Percy Dewitt Barbat, 82, one time vaudeville actor and minstrel show performer, who died at his home here. He performed frequently at the old Palace, Majestic, and Empire during the heyday of vaudeville in south Texas in the early 1920s. He also staged minstrel shows for fraternal organizations. Survivors include his widow and three sons. . . . Radio station KITE gave away kites to the first 100 kids attending the opening performance of "Genghis Khan" at the Woodlawn. . . . Radio station KUKA, local Spanish language station, is continuing its series of weekly movie showings at the Empire. The merchandise tie-in is with Knowlton's Creamery. An empty package of any of the Knowlton's products is the price of admission to the showing of a feature film, two color cartoons, and a chapter of a serial. Free records are awarded to the first 200 kids, and cash prizes are given away.

### SEATTLE

Skip Fletcher and his family were in town on a booking and buying trip, accompanied by Dick Edgar. Fletcher operates theatres at Kodiak, Seward, and Palmer. The Kodiak, which they are rebuilding, is currently operating and running 16 mm. . . . Norman Delaney, 20th-Fox publicist, was up from San Francisco working on "Those Magnificent Men in Their Flying Machines," which will be opening shortly at the Paramount. . . . Sterling has moved into its new offices at 975 John St. . . . Film Row visitors included Dave Dunkle, Paramount salesman, up from the Oregon territory to attend a meeting; C. A. Dunn, in from the Wapato; Morrie Nimmer, over from Spokane; and Al Fernandez, in from Clallam Bay.



American International Pictures president James H. Nicholson is seen with some of the company's "Starburst of Youth" stars prior to their cross country personal appearance tour to plug AIP product. Seen, left to right, with Nicholson are Ed Garner, Bobbi Shaw, Salli Sachse, Mary Hughes, and Aron Kincaid.

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# REVIEWS

**The famous pink paper SAVEABLE SECTION in which  
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Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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SECTION TWO

Vol. 73 No. 24

JULY 7, 1965

## EMBASSY

### The Fascist

COMEDY DRAMA  
102M.Embassy  
(Italian-made)  
(English titles)

ESTIMATE: Amusing tale of ironies of war.

CAST: Ugo Tognazzi, Georges Wilson, Mi-reille Granelli, Stefania Sandrelli, Gianrico Tedeschi, Elsa Vazzoler, Franco Giacobini. Produced by Isidoro Broggi and Renato Libassi; directed by Luciano Salce.

STORY: Famous anti-Fascist professor Georges Wilson is in hiding in Italy awaiting the liberation of the country by the Allies. He is sought by the Fascist command, who want to use him in their holding action. Fanatic Fascist Ugo Tognazzi is ordered to find him and bring him in, after which he will be promoted. He finds Wilson and easily captures him in a small town in the country. They start back towards Rome. The Germans confiscate Tognazzi's motorcycle, and when they learn Wilson's identity, they clap both in jail. They manage to escape during an air raid, and though they are separated, they manage to meet again. They head towards Rome as prisoner and escort. After they encounter numerous misadventures, lose their clothes, etc., they finally reach the outskirts of the city with Tognazzi attired in an officer's uniform he came across. He is surprised to see many Americans about who he thinks are prisoners. He soon learns that the city has fallen to them, and he is surrounded by vengeful civilians and partisans, who give him a thorough beating and want to shoot him. Wilson gets him away from the crowd and takes the uniform off, giving him his own suit jacket. Wilson sends him on his way while he tries to help bring order from disorder.

X-RAY: Interest is well maintained throughout this entry which throws together men of different beliefs as regards their country, fascism, and war. The result could be of much interest to the art house audiences. Performances are fine, and the direction and production are good. Interest is heightened by sequences dealing in suspense, humor, irony, and action. The screenplay is by Catellano-Pipolo and Luciano Salce.

AD LINES: "A Comedy Drama That Emerges As Fine Entertainment"; "Men In War And Their Efforts To Survive Make For Interesting, Unusual Entertainment."

### Requiem For A Gunfighter

Embassy  
(Techniscope)  
(Technicolor)WESTERN  
91M.

ESTIMATE: Fair western.

CAST: Rod Cameron, Stephen McNally, Mike Mazurki, Olive Sturgess, Tim McCoy, Johnny Mack Brown, Bob Steele, Lane Chandler, Raymond Hatton, Dick Jones. Produced by Alex Gordon; directed by Spencer G. Bennet.

STORY: Gunfighter for hire Rod Cameron rides into a town for a showdown with a killer. It is witnessed by trigger-happy bystander Dick Jones and circuit judge Tim McCoy, who is on his way to a town to investigate the killing of a saloon owner by one of Stephen McNally's toughs, who have been terrorizing the town. Cameron and McCoy meet on the trail later and like each other. When they part, one of McNally's men shoots and kills McCoy. Cameron wounds him. He dies in town. When Cameron arrives, he saves a rancher from a beating in McNally's saloon. In the fight, Cameron drops McCoy's wallet, and he is mistaken for the judge. He goes along and decides to hold court, but at the trial he is exposed when Jones arrives. Jones challenges him to a duel, and Cameron shoots his guns from his hands. Then he abandons his weapons, deciding to give up life as a gunfighter.

X-RAY: Here is a moderately interesting western with average performances and fair direction and production that should do okay as filler on the lower half of the program. Color helps a bit. The screenplay is by R. Alexander based on an original story by Evans W. Cornell and Guy J. Tedesco.

AD LINES: "Gunfighter Vs Gunfighter In A Blazing Showdown"; "An Action-Packed Thriller Of The Old West."

## MGM

### The Sandpiper

DRAMA  
116M.MGM  
(Panavision)  
(Metrocolor)

ESTIMATE: Lush Taylor-Burton love story is boxoffice natural.

CAST: Elizabeth Taylor, Richard Burton, Eva Marie Saint, Charles Bronson, Morgan Mason, Robert Webber, Tom Drake, James Edwards. Produced by Martin Ransohoff; directed by Vincente Minnelli; screenplay by Dalton Trumbo, based on an original story by Ransohoff.

STORY: The court orders free-thinking artist Elizabeth Taylor to put her young son, Morgan Mason, into the school headed by Episcopal clergyman Richard Burton or risk losing him. Taylor complies reluctantly, convinced that she can educate the boy better than any school. Burton, married happily to Eva Marie Saint, and the father of two boys, is nevertheless drawn to Taylor. He grows to respect her unconventional views on life, and eventually, the two are drawn into a passionate love affair. He is tormented by guilt, although in many respects the affair has made him a better and more human person. He confesses all to Saint, who can not forgive the indiscretion. Burton realizes he must break with Taylor and does so, determined to rediscover himself as a parish minister. Saint does not accompany him, but it is obvious that the marriage can be saved. Taylor will continue to live alone by the Big Sur sea.

X-RAY: Elizabeth Taylor and Richard Burton are as explosive a boxoffice team as exists in the film world today, so it is obvious that the film has a great deal going for it right from the start. While the script meanders at times into psychological byways that tend to oversimplify things somewhat, it manages to hold interest fairly well, thanks to a tight directorial rein held by Vincente Minnelli. The supporting cast is seen to good advantage. Apart from the Burtons, however, the real star is the magnificently photographed Big Sur countryside. The ocean has never looked more powerful or the mountains more impressive. Some scenes are truly artistic masterpieces. It shapes up as a natural for the ladies, and enough of Taylor is exposed to attract the menfolk as well. The conflict raging inside a man of the cloth as he is drawn into an extra-marital affair is handled with taste and style but may still upset some theatregoers. This has all the elements to be a boxoffice winner.

TIP ON BIDDING: Better rates.

AD LINES: "Their Love Was Sweet And Bitter . . . Beauty And Ugliness"; "An Unconventional Love Affair Between An Unusual Woman And A Man Who Couldn't Resist Her . . . Starring The Screen's Most Explosive Couple."

## PARAMOUNT

### Harlow

DRAMA  
125M.Paramount  
(Technicolor)  
(Panavision)

ESTIMATE: Well-made, interesting biofilm about yesterday's love goddess.

CAST: Carroll Baker, Martin Balsam, Red Buttons, Michael Connors, Angela Lansbury, Peter Lawford, Raf Vallone, Leslie Nielsen, Mary Murphy, Hanna Landy, Peter Hansen, Kipp Hamilton, Peter Leeds. Produced by Joseph E. Levine; directed by Gordon Douglas; screenplay by John Michael Hayes, based on the book by Irving Shulman and Arthur Landau.

STORY: Carroll Baker (Jean Harlow) is a bit player in the 1930s until she is taken under the wing of agent Red Buttons (Arthur Landau). Baker lives with her mother, Angela Lansbury, and her handsome but reckless stepfather, Raf Vallone. Vallone can spend money faster than Baker can earn it, the source of considerable friction. Buttons gets Baker jobs in a host of slapstick comedies calling for beauty and nothing else. He is convinced Baker can be a big star and convinces producer Leslie Nielsen to test her. She is given a contract, and proves to have little acting ability in her first major role. She does have a fabulous body, however, and the public reaction is fabulous. A nationwide tour increases her tremendous popularity, and her contract is purchased by the studio managed by Martin Balsam. She meets and marries studio executive Peter Lawford (Paul Bern) despite the fact that actor Michael



Connors also loves her. Lawford's impotence makes a nightmare out of the wedding night, and Baker embarks on a life of drink and dissipation. She dies at the height of her screen fame, a victim of the times and her own appetite for life.

**X-RAY:** First of all, don't compare this with any other feature. It might as well be the only screen treatment of Harlow's life and times. Producer Joe Levine has recreated an era with rare taste and glamour. The behind the scenes views of Hollywood are sure to fascinate film goers. It is more than a look at the past, however. It is an effective drama sparked by an excellent portrayal of Harlow by beautiful Carroll Baker. She has captured a good bit of the elusive Harlow essence, or so it seemed to this reviewer. Baker is backed up by fine supporting performances although the script never bothers to develop some of them. Red Buttons is a powerhouse as the agent, and Raf Vallone also stands out. The most unsatisfying aspect of the film is the handling of the Paul Bern episode, with Peter Lawford victimized by a role that no one could play with conviction. The production is tasteful and luxurious, and the seduction suite of a famous producer is a real conversation piece. Levine is to be commended, as is director Gordon Douglas, for the fact that the film never becomes offensive. It is well made and interesting and should appeal to a wide audience, particularly the ladies.

**TIP ON BIDDING:** Better rates.

**AD LINES:** "The Fabulous Legend And Colorful Times Of The Screen's Most Famous Platinum Blonde Bombshell . . . Harlow"; "Carroll Baker As Harlow . . . She Didn't Taste Life, She Devoured It."

## The Sons Of Katie Elder

Paramount WESTERN  
(Panavision) 122M.  
(Technicolor)

**ESTIMATE:** Very good big scale western.

**CAST:** John Wayne, Dean Martin, Michael Anderson, Jr., Earl Holliman, Martha Hyer, Jeremy Slate, James Gregory, Paul Fix, George Kennedy, Dennis Hopper, Sheldon Allman, John Littel, John Doucette, James Westerfield, Rhys Williams, John Qualen, Rodolfo Acosta, Strother Martin, Percy Helton, Karl Swenson. Produced by Hal Wallis; directed by Henry Hathaway.

**STORY:** The sons of Katie Elder come home to Texas for the funeral of their mother. They are three "black sheep," Earl Holliman, Dean Martin, and John Wayne, who have been away too long, and young brother Michael Anderson, Jr., who reluctantly has been away at college. They find the town reluctant to talk about how their mother lost her ranch or how their father had died some time before. Even sheriff Paul Fix and his young deputy, Jeremy Slate, give them unwelcome greetings. James Gregory, firearms manufacturer, now owns the former Elder ranch, and has imported gunfighter George Kennedy for protection against Wayne and his brothers. Gregory's son, Dennis Hopper, is a weakling. Martha Hyer runs the town rooming house. Wayne and his brothers decide to stay and straighten things out. Sheriff Fix is murdered by Gregory when he goes to Wayne's house to arrest the brothers on a trumped up charge. Deputy Slate brings them in as a lynch mob threatens. Actually in league with Gregory, Slate attempts to take his prisoners to another town for safety, but Gregory's henchmen ambush the deputies and Wayne and his brothers, who have been shackled. Holliman is shot and dies. The other three win the battle and return to town to prove their innocence. Taking refuge in the blacksmith shop, they make a last stand. Anderson is shot. Martin gets out at night and captures Hopper, who is shot by his father, Gregory. Before he dies he confesses to his father's guilt. Martin is wounded. Wayne goes after Gregory, blows up his firearms' store, and

gives himself up to the town judge.

**X-RAY:** A large scale western which is excellent on all counts, this boasts fine performances all down the line, with Wayne in a made to order part. Martin and the other brothers, in fact the entire cast, are better than good. Martha Hyer, only girl in the picture, has little to do but does that little well. Production and direction are first rate, and the photography, even the musical accompaniment, are far above average. Starting slowly, things develop and build up until there is more than enough action for all. The screenplay by William H. Wright, Allan Weiss, and Harry Essex is based on a good western story by Talbot Jennings. This was filmed in Mexico on its northern plateau and in the Sierra Madre Occidental.

**AD LINES:** "Three Prodigals And Their Kid Brother Fight A Stand-Up Battle Against A Town"; "A Stellar Cast Of Favorites In A Western As Big As Texas."

## UNIVERSAL

### The Ipcress File

Universal MELODRAMA  
(Technicolor) 108M.  
(Techniscope)  
(Filmed in England)

**ESTIMATE:** Good espionage entry.

**CAST:** Michael Caine, Nigel Green, Guy Dolfman, Sue Lloyd, Gordon Jackson, Aubrey Richards, Frank Gatliff, Thomas Baptiste, Oliver MacGreevy. Produced by Harry Saltzman; directed by Sidney J. Furie; executive producer, Charles Kasher.

**STORY:** Michael Caine is an involuntary member of British Intelligence, having been saved from jail while indulging in black market activities in Germany for the British Army. Guy Dolfman thought he would be better in intelligence than in jail and saw to the transfer. After doing well, he is transferred to another unit in the framework headed by Nigel Green. He replaced another agent who was killed guarding a scientist presumably spirited behind the Iron Curtain. Caine's job is to get back the scientist, and Frank Gatliff agrees to the exchange for a large sum of money. The transaction is made, and at it's conclusion, Caine shoots a trigger happy bystander, who turns out to be an American intelligence agent. An associate of Caine is killed after he finds out that the enemy is able to brain-wash and hypnotize scientists who then work for the enemy and are of little value to Britain. The body of another American agent is found by Caine in his apartment, and he realizes that he has been framed. He informs Green, who tells him to get lost for a while until he can sort things out. Caine is taken prisoner and winds up in a prison he believes to be in Albania. There he is subjected to brain-washing and hypnosis, but he manages to escape the full effects. When he escapes, he finds himself in the heart of London. He contacts Green and Dolfman, and they meet at his "prison," now deserted. Caine realizes that one of his superiors is a double agent. Green reveals he is the one when he goes for a gun, and Caine kills him. Intelligence marches on.

**X-RAY:** Espionage in color is to be found here along with liberal quantities of action, intrigue, and adventure. The result should generally please the fans of this type of film. There are also artistic camera angles in many of the scenes which keep viewers on the alert during the unfolding of the attention-holding yarn. Performances are efficient, and direction and production are able. It should do well as part of the show despite the relative lack of names. The screenplay is by Bill Canaway and James Doran, based on the novel by Len Deighton.

**AD LINES:** "The File That Admits Viewers To Mystery, Espionage And High Adventure"; "A Thrilling Tale Of Undercover Intelligence Agents In Action."

## A Very Special Favor

Universal Comedy  
(Technicolor) 104M.

**ESTIMATE:** A very funny comedy.

**CAST:** Rock Hudson, Leslie Caron, Charles Boyer, Walter Slezak, Dick Shawn, Larry Storch, Nita Talbot, Norma Varden, George Furth, Marcel Hillaire, Jay Novello, Stafford Repp, Danica D'Hondt, Frank DeVol, John Harding. Executive producer, Robert Arthur; produced by Stanley Shapiro; directed by Michael Gordon.

**STORY:** When French lawyer Charles Boyer goes to New York for a reunion with his daughter, Leslie Caron, successful psychologist, whom he hasn't seen in 25 years, he learns that her fiancé Dick Shawn, is already henpecked. Boyer sends for Rock Hudson, who owes him a favor, and suggests a romantic adventure with Caron to help her discover herself as a woman. Hudson becomes a member of her group therapy sessions after telling her his trouble—he is irresistible to women. Caron takes Hudson to her apartment for safe keeping. Shawn, of course, accepts her explanation when he finds Hudson there. Hudson succeeds in getting Caron drunk on champagne, and after she passes out, takes her to his apartment, where switchboard operator Nita Talbot helps out by undressing her and putting her to bed. Shawn's mother, Norma Varden, not knowing Caron is her son's fiancée, witnesses this. Next morning, Hudson accuses her of "behavior unbecoming a psychologist." To check on her actions under the influence of champagne, Caron takes Shawn to a cafe run by an old friend of her father, Walter Slezak, where she once more passes out. Hudson sneaks her out when Shawn is taxi hunting and takes her back to his apartment. Next morning, Varden recognizes Caron. Seeing Caron is upset, Boyer exposes the whole plot. Unknown to Hudson, Caron plans a counter-attack and concocts a yarn about a Spanish sailor whose passion makes mockery of his boldest approach. Hudson goes on a drunk and is dumped at his apartment by some friends, including taxi driver Larry Storch, henpecked husband George Furth, and bartender Stafford Repp. With the balance now having moved too far to the side of his daughter, Boyer tells Hudson of her scheme. A wild scheme involving Storch, Talbot, and others results in Caron finally coming to Hudson at a motel.

**X-RAY:** Naughty, neat and funny is this slick tale of man vs woman that has Rock Hudson in a familiar role, although not a tiring one as presented here. A sneak preview audience laughed loud and often and seemed to thoroughly enjoy itself during the unreeling. Some of the dialogue is spicy, and most of the situations are loaded with romance and laughs. All in all, it emerges as a pleasing entertainment for all but the very young. Leslie Caron is a competent foil for Hudson, and the balance of the cast gives a good account of itself. Direction and production are smart and efficient, and the color is an added asset. This was written by Stanley Shapiro and Nate Monaster.

**TIP ON BIDDING:** Higher bracket.

**AD LINES:** "The American And The European Attitude Toward Love"; "A Hilarious Comedy Hit With A Stellar Cast of Favorites."

## WARNERS

### The Great Race

Warners COMEDY  
(Technicolor) 150M.  
(Panavision)

**ESTIMATE:** Comedy blockbuster is headed for the top.

**CAST:** Jack Lemmon, Tony Curtis, Natalie Wood, Peter Falk, Keenan Wynn, Arthur O'Connell, Vivian Vance, Dorothy Provine, Larry Storch, Ross Martin, George Macready, Marvin Kaplan, Hal Smith, Denver Pyle, William Bryant, Ken Wales. Produced by Martin Jurow; directed by Blake Edwards; screenplay by Arthur Ross.



**STORY:** Villainous Jack Lemmon is constantly trying to best heroic Tony Curtis with very little luck. He swears to beat Curtis in an auto race from New York westward to Paris. The pair are followed by suffragette Natalie Wood, determined to report the race to her paper. A prairie town welcome for the racers turns into a donnybrook. The cars are marooned on an iceberg, with a polar bear for company. A wild Russian welcome is climaxed by Lemmon kidnapping Wood. Curtis comes to the rescue in mythical Carpania, and the crew becomes entangled in palace intrigue as Lemmon, a double for the goofy Prince, is up to more devilment. The great race continues through the French countryside to Paris, where Curtis and Wood declare their love, and the madness starts all over again.

**X-RAY:** Nothing is to be taken seriously in this wild and wonderful comedy. Tony Curtis is a storybook hero; Jack Lemmon is the blackest villain ever foiled on celluloid; and Natalie Wood is a delicious bon-bon of a heroine and the loveliest cigar-chomping suffragette you ever did see. This is entertainment in a grand and glorious style—spectacular, adventurous, thrilling, and loaded to the bursting point with outrageously funny slapstick humor and sight gags that are sure to keep delighted audiences everywhere helpless with laughter. Blake Edwards, a comedy master, has milked every possible laugh out of every situation. Of course, he is aided no end by as powerful a cast of funsters as ever came together. Lemmon is magnificent, and Peter Falk is unforgettable as his stooge. Curtis is so stalwart it hurts, and Keenan Wynn is his equally pure assistant. That's the black and white of it. Add a delightful musical performance by Dorothy Provine and such supporting actors as Arthur O'Connell, and you have a perfect formula for success. Warners pulled all stops out on the budget for this one, and every nickel shows up on screen. If the investment isn't returned many times over, there is no justice. We'll never forget the most fantastic pie-throwing scene in screen history; or those automobiles with as much personality as their owners; or that duel right out of "The Prisoner of Zenda"; or some of the most successful sight gags ever. "The Great Race" is a wild and wonderful smash and a treat for audiences regardless of their tastes. This one is pure entertainment.

**TIP ON BIDDING:** Highest rates.

**AD LINES:** "The Comedy Treat Of A Lifetime"; "When Professor Fate Tangles With The Great Leslie . . . The Screen Explodes With Merriment."

## The Third Day

Warners  
(Technicolor)  
(Panavision)

DRAMA  
119M.

**ESTIMATE:** Interesting drama.

**CAST:** George Peppard, Elizabeth Ashley, Roddy McDowall, Arthur O'Connell, Mona Washbourne, Herbert Marshall, Robert Webber, Charles Drake, Sally Kellerman, Arte Johnson, Bill Walker, Vincent Gardenia, Janin Gray. Produced and directed by Jack Smight.

**STORY:** George Peppard emerges from an accident that has taken his car and a young lady into the river, but his memory is gone. His license gives him his name and address, and shortly afterwards, his aunt, Mona Washbourne, arrives to take him home. He confides in her about his memory, and she fills him in a little as to background. At the house, he finds brother-in-law Roddy McDowall waiting as well as attorney Charles Drake. They inform him that Sally Kellerman, a

hostess-waitress, has been found near the scene of the accident injured seriously and has been hospitalized. He becomes reacquainted with his wife, Elizabeth Ashley, and she finds the changed Peppard easy to take. Later, pianist at the same bar, Arte Johnson, threatens to kill Ashley if Kellerman, his wife, dies. The board of directors of the company controlled by Herbert Marshall, who has had a stroke, meets to sell out to another company at a profit, but Peppard dissuades them from selling by getting Marshall to agree to a reorganization plan of his. This earns him the enmity of McDowall, head of the company. District attorney Robert Webber brings Peppard in for questioning when Kellerman dies. Johnson kidnaps Ashley, and when Peppard learns this, he breaks out of the police station, steals a car, and is off in pursuit. He arrives in time to save Ashley, and Webber follows in time to arrest Johnson and clear Peppard.

**X-RAY:** This starts off in an interesting fashion, falters a bit, and then picks up speed as the climax draws near, winding up in a slam-bang finish. There are elements of mystery, intrigue, romance, and even a trace of humor to be found here. A bit of tightening might have made this an even better film. The cast performs well, and direction and production are able, with color helping in the presentation. It should do okay as part of the show. The screenplay is by Burton Wohl and Robert Presnell, Jr., based on the novel by Joseph Hayes.

## MISCELLANEOUS

### Image Of Love

DOCUMENTARY  
90M.

Green Releasing Org.  
(Eastman Color)

**ESTIMATE:** Fairly interesting documentary on love through the ages.

**CREDITS:** Written, directed, and produced by Lou Stoumen; narrated by Anthony Newly, who also sings a song based on the title at the film's conclusion; executive producer, Max L. Raab; music composed and conducted by Ezra Laderman; associate producer, Jack Kaufman; photography by Arnold Eagle.

**CONTENT:** The cameras take in works of art to which are added film clips, stills, etc., to trace the history of love from the Stone Ages through the years to the present. Each exhibit is explored in detail and with relish, and comic narration and the peculiarities of each period are duly noted as regards romance and sex.

**X-RAY:** The subject of sex and love is explored in great detail with a vast number of paintings, exhibits, statues, films, stills, etc., utilized in the exploration. Nudity abounds all over the place except for a brief period in history when it was frowned upon. It's all very interesting, but it's also wearying and lengthy. By the time it's over, some may no longer be in love with love. Art house and specialty audiences should best appreciate this offering for adults, and the technical aspects are quite good. Anthony Newly provides an interesting and, at times, amusing running commentary which helps, as does the use of color. The latter is particularly appropriate when some of the great works of art are exhibited. As an incidental bonus, Newly provides listeners and viewers with a comprehensive run down on the history of the world while detailing the varying aspects of love, sex, or romance. It is definitely an exploitable entry that should have a waiting audience panting for a peek.

**AD LINES:** "The History Of Love Through

The Ages Is For Adults Only"; "World History And Love Mix It Up And The Result Is A Unique Film For Adults Only."

## FOREIGN

### The Knack And How To Get It

Lopert  
(English-made)

COMEDY  
84M.

**ESTIMATE:** Wacky comedy seems good bet for art and specialty spots.

**CAST:** Rita Tushingham, Ray Brooks, Michael Crawford, Donal Donnelly, William Dexter, Charles Dyer, Margot Thomas, John Bluthal, Helen Lennox. Produced by Oscar Lewenstein; directed by Richard Lester.

**STORY:** Michael Crawford, a teacher, owns a boarding house. He also has a yen for girls but doesn't have the knack for getting same. One of his boarders, Ray Brooks, has lines of girls just waiting for a bit of attention. Artist Donal Donnelly moves into a vacant room, and when he's not painting everything in sight white, he is ready to offer advice to one and all. Crawford decides to change his bed to a bigger one, hoping that this will change his luck. He and Donnelly come across one in a junkyard which he buys. As he and Donnelly start to take it home through the streets of London, a visitor from the provinces, Rita Tushingham, shows up looking for the YWCA. They offer to help, and she comes along, helping to push the bed. They tie up traffic and generally create havoc. They reach the house eventually, and Brooks makes a play for Tushingham to show Crawford how it's done. Despite her dislike for him, she falls for his line and goes on a motorcycle ride with him. Crawford and Donnelly pursue on foot hoping to save her. They catch up in the park to find Tushingham has fainted. When she awakens, she screams that she has been raped and is willing to tell one and all, with Brooks denying same. Back at the house, she continues to carry on as Brooks continues to deny it. Crawford tells her she is mistaken. They become friends and it seems as though, at last, he has found the knack.

**X-RAY:** This way-out comedy about a lad who has girls, girls, and more girls on the brain and doesn't know what to do about it is a wacky farce that should find favor in the art and specialty spots. What there is of the story moves at a frantic pace, accompanied by good performances and appropriate direction and production. The end result is one that is off-beat and quite different from normal films. The film, which won the Best Picture Award at the 18th annual international Cannes Film Festival, is based on a long-running play by Ann Jellicoe. Richard Lester, the director, displays the same unorthodox treatment he used in the first Beatles film, "A Hard Day's Night." Charles Wood wrote the screenplay.

**AD LINES:** "When You're Not Born With It . . . You Have To Try And Acquire It And Then The Fun Really Starts"; "A Mad-cap Comedy About A Boy Who Wants Girls, Girls, And More Girls . . . But Doesn't Know How To Go About It."

### DO SAVE . . . pink REVIEWS

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JULY 7, 1965

SECTION THREE  
Vol. 73 No. 24

# EXPLOITATION

**ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.**

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## An Enchanted Evening In A Yellow Rolls-Royce Contest

A Rolls-Royce is a Rolls-Royce, but when you ride in your own chauffeured "yellow Rolls-Royce" it becomes something special. Furthermore to make the occasion more spectacular if that's possible, you enjoy a champagne dinner at the nationally famous Maisonette Restaurant with the compliments of its distinguished management, you are impressed. Then you receive the "red carpet" treatment as a guest at an opening night of a star-studded film, and you should be excited.

All of this happened to a young lady, the winner in "An Enchanted Evening in the Yellow Rolls-Royce" contest, the climax of a promotion for the opening of MGM's "Yellow Rolls-Royce" at the RKO Grand, Cincinnati.

The intensive three-week promotion opened with a 110-inch ad in the Cincinnati Enquirer, which helped to kick-off the H&S Pogue Co. promotion for the Joan Leslie "Yellow Rolls-Royce" fashions. The entire cost of the ad was paid for by Pogue's and included theatre and playdate information about the film, as well as the drawing for "An Enchanted Evening in the Yellow Rolls-Royce."

The drawing for the "Evening" was featured in a two-week-long display in the Miss Couture Shop in the downtown Pogue's Department Store. In addition to the in-store display, the four main Pogue windows in the well-traveled Carew Tower Arcade, displayed for two weeks the Joan Leslie Fashions surrounded by 20" x 30" color portraits of the film's stars. Theatre and playdate information was prominent in each of the four windows.

The yellow Rolls-Royce used in the promotion is the property of Robert Harpenou, owner of Cincinnati's luxurious Carrousel Inn. The car is a 1935 Phantom 11, four-door sedan which is painted exactly as the one in the MGM film. Originally built for the "cigarette king of England," it was sold during the War to a San Francisco resident, remembered only for his "coldstream guard-like" mustache. It was from this gentleman that Harpenou purchased the car three years ago.

The inspiration and coordination for the entire "Yellow Rolls-Royce" promotion in Cincinnati, was handled solely by the MGM publicity office, both national and local representatives, which resulted in the Rolls-Royce traditional manner—"royal" at the Grand box-office.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

## New York Hits "Hallelujah Trail" At 24-Hour Capitol World Premiere



Mary Louise Hines received MGM's "Yellow Rolls-Royce" sound-track album from H. Russell Gaus, Cincinnati's MGM branch manager, as a memento in winning "An Enchanted Evening In The Yellow Rolls-Royce" contest, part of the promotional festivities at the film's opening at the RKO Grand.

### Filmack Prevue Trailer

Bernie Mack, President, Filmack Trailer Company, Chicago, announced that a new full-color, narrated Prevue Trailer is now available to exhibitors. This Prevue Trailer is the second in a planned series of stock, full-color narrated trailers.

Mack pointed out that exhibitors showing pictures in advance of normal distribution, are in need of a colorful Prevue Trailer to precede the movie and create an atmosphere of excitement and glamour befitting a prevue.

The beat of the animated kettle drums, the attention-getting harp music, plus full color, combine to prepare the audience for the prevue to follow.

Included in the Trailer is an announcement that Comment Cards are available in the theatre lobby, with a request that patrons fill them out.

### 'Casanova' In Paperback

A paperback version of Joseph E. Levine's "Casanova '70," romantic comedy starring Marcello Mastroianni and Virna Lisi, is being distributed to retail outlets across the country by Popular Library, well in advance of the film's scheduled release date.

An initial printing of 250,000 copies of the paperback, which features artwork and credits from the film on its front and back covers, has been run off by the publishing company for immediate distribution.

With 5,000 guests, including some of the best known names of show business and civic affairs participating, the World Premiere of John Sturges' "The Hallelujah Trail" was held June 30, surrounded by the pageantry of the Old West and the marvels of the electronic age.

Lee Remick, Jim Hutton, Pamela Tiffin and Martin Landau, stars of the film, joined producer-director John Sturges and composer Elmer Bernstein at the triple-barreled opening of the Mirisch Corporation Presentation released in Cinerama by United Artists. Burt Lancaster, who heads the cast in his first comedy role, was unable to attend because of previous commitments in Los Angeles. The premiere also was celebrated by a giant barbecue and night-long tent parties behind the Capitol Theatre.

Night was turned into day by a battery of arc lights and floods; the war whoop of Indians, the clatter of horses' hooves, the long-forgotten sound of turning wagon wheels and the stirring marching music of military bands signaled the passing of the colorful "Hallelujah Trail" Parade down Broadway that officially marked the start of the premiere at the Capitol Theatre.

Scores of radio and television reporters, hundreds of newspaper men and women from the eastern seaboard and overseas and an army of news and magazine photographers were assigned to cover the proceedings.

The Premiere, was in actuality not one, but three special performances of the film. The first celebrity showing at the 1500-seat Loew's Capitol Theatre began at 8 P.M. The second, for night people and addicts of late late shows, started at 2 A.M. With July 1st in full swing there was a third performance at 10 A.M. for children of celebrities and youngsters belonging to the Police Athletic League, Boys' Athletic League and the Catholic Youth Organization who were transported to the theatre in chartered buses.

Transportation for many of the celebrities and members of the press for the 8 P.M. show was more old-fashioned. They travelled by horse-drawn covered-wagons, buckboards, spring boards and landaus. These ancient conveyances were part of the Hallelujah Trail Parade that got underway at the 53rd Street side of the Americana Hotel at approximately 7:15 P.M.

Heading the march was the 50-piece championship drum and bugle corps of the Captain Harry B. Doremus Post #55, American

(Continued on page EX-692)





This bevy of New York's most delectable Pussycats (girl sized) are shown on the steps of the 42nd Street Library with ringmaster Jim Moran. The Pussycats received sealed instructions that deployed them through the streets of the city on a variety of unusual and arresting assignments alerting New Yorkers to the opening of United Artists' "What's New Pussycat?", Astor and Trans-Lux East theatres.

## Tourists Guided To "Collector"

Aiming at the thousands of visitors pouring into New York City this summer, Columbia Pictures has mounted an extensive tourist guide advertising campaign in addition to its already massive radio spot saturation and daily newspaper ads for William Wyler's "The Collector," which had its world premiere at the Paris and Coronet Theatres.

Covering every specialized magazine beamed at the huge New York City visitor and tourist market, the campaign includes front-page ads in Gotham Guide and Where, both widely-used guides to night-life and tourist attractions in the city. In addition to these magazines, Columbia has made placements in the New Yorker magazine, Promenade, Cue Magazine and the Village Voice, with supplementary ads in the daily newspaper Walter Reade-Sterling and Rugoff Theatre directories.

Spurred by the fact that these are the most widely consulted guides used by New York City visitors and that both theatres are located near numerous hotels, Columbia Pictures set the campaign to reach this frequently neglected, but sizeable moviegoing market.

## Booksellers' Window Contest

Columbia Pictures policy of a continuing publicity and promotion campaign for each of its major productions, launched prior to production and climaxing in the premiere, is being implemented immediately for "The Ordways," a recent Columbia acquisition which Daniel Taradash will produce and write as one of the company's important upcoming films.

Columbia is sponsoring a national window display sweepstakes on behalf of "The Ordways," the best-selling novel by William Humphrey, among established retail booksellers in the United States and Canada. Prize will be an expense paid one-week trip to Hollywood for two. Rules of the contest necessitate submission by booksellers of a snapshot photo of a window displaying "The Ordways." A sweepstakes drawing of the entries will determine the winner.

## Star Hosts Exhibit

Mary Ann Mobley—the sky-rocketing movie star and former Miss America who recently was signed to a new five-year contract by MGM after starring in four pictures in less than a year—served as the official MGM Hostess at opening day ceremonies of the BOUNTY Exhibit in St. Petersburg, Florida.

Located in the Vonoy Basin adjoining St. Petersburg Municipal Pier, BOUNTY Exhibit will be the only marine-historical exhibit in the State of Florida and is expected to become a major tourist attraction. The exhibit features, in addition to the BOUNTY, two Tahitian-style buildings, a Tahitian outrigger canoe and original Polynesian tikis.



The New York World's Fair recently celebrated "Great Race Day" with the arrival of several of the automobiles featured in the Warner Brothers' film, "The Great Race." The cars made the trip from Times Square to the Fair and around the Fair itself before being installed in the Travel and Transportation Building where they went on exhibition. The Hannibal 8 is shown at the Unisphere with models Marlene Allen and Melinda Rose aboard.

## Female "Pussycats" In N. Y. Get Attention With Capers

New York City is still trying to recover from an invasion of glorious Pussycats disguised as girls and performing an amazing variety of unusual and amusing capers.

Described as "Operation Pussycat," this cataclysmic event heralded the world premiere of Charles K. Feldman's far-out film comedy, "What's New Pussycat?," at the Astor and Trans-Lux East Theatres.

Tailored to the fun and frantic comedy of the movie, "Operation Pussycat" got underway on the steps of the New York Public Library (between the biggest cats of all—the famous Lions). As crowds gaped, the Pussycats attired in colored leotards, tails, mesh hosiery and cat masks, deployed through the streets of the city, department stores, broadcasting stations, television studios, municipal buildings, newspaper offices, music stores, record shops, fish stores (for their favorite catfood, if you please), travel agencies and other places, carrying the "What's New Pussycat?" message.

A partial catalogue of the activities of the human felines included the following:

A group of pussycats "fished" for lost coins through subway gratings at different locations.

Teams of two pussycats each, undulated up and down Madison and Fifth Avenues.

Several pussycats fished for catfish in the fountain pool of Time and Life Building, having the time of their nine lives.

Pussycats with telephones attached to a special hookup played music from the picture for passers-by.

Pussycats with cameras made on-the-spot pictures in the manner of inquiring photographers, when asked what they were doing.

Other Pussycats decorated a pet shop—but these pussycats were not for sale.

## RKO "Harlow" Contest

Fifty words or less can send two lucky people to Hollywood for a one-week vacation and a tour of the Paramount studios, courtesy of RKO Theatres and Lerner Shops. This West Coast holiday is being offered as the grand prize in the "RKO 'Harlow' Review Contest," in conjunction with the New York premiere of Joseph E. Levine's "Harlow," starring Carroll Baker. To be eligible, patrons are asked to see "Harlow," at the RKO Palace and 58th Street Theatres, then write a review of the film in 50 words or less.

The winner will be awarded a trip to Los Angeles (for two) via American Airlines Astro-Jet; a week's stay at the luxurious Doric-Dinkler Motor Motel; plus a guided visit through the studios of Paramount Pictures.

In addition to the Grand Prize, 50 guest tickets to RKO Theatres will be given to runners-up.

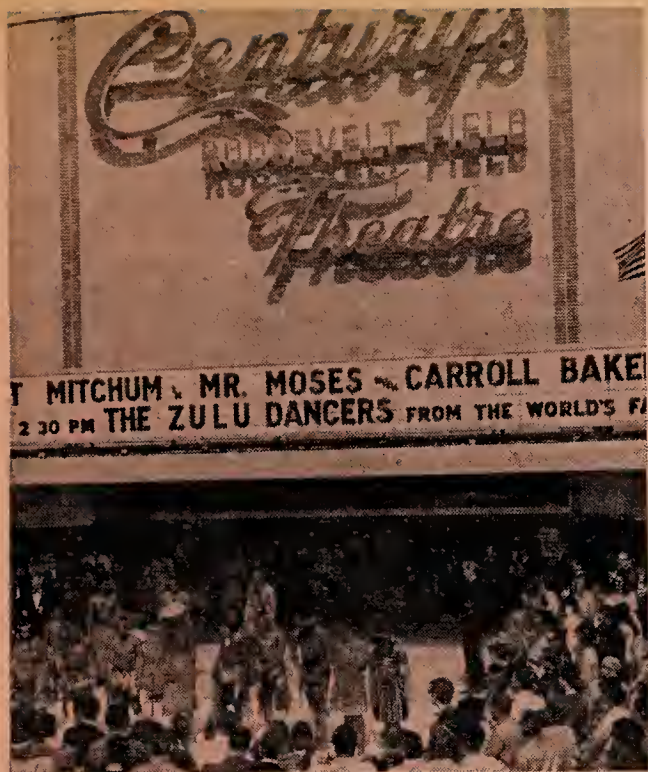
## "Art Of Love" Paperback

A paperback edition of "The Art Of Love" published by Gold Medal Books, a division of Fawcett Publications, is being used to help promote Universal's "The Art Of Love."

The book, written by John Ginzales from the Carl Reiner screenplay and the Richard Alan Simmons and William Sackheim original story, features art work from the picture.

Gold Medal has prepared 50,000 rack cards for use by their local distributors in tie-ups with theatres playing "The Art Of Love."





The Zulu Dancers from the African Pavilion of the New York's World Fair, recently appeared in person at Century's Meadows and Roosevelt Field Theatres and performed their tribal dances in conjunction with the showing of United Artists' "Mr. Moses."

## THE EXHIBITOR'S EXPLOITATION EFFORTS

DAVID CARHART, manager Schine's Strand, Ogdensburg, N. Y., recently set up a peach of a co-op ad with his local Goodyear Service Store. The two col. x 13½ inch ad read, "HOW TO MURDER YOUR WIFE—Let Her Drive Without a Safety Belt; Let Her Use a Penny to Replace a Blown Fuse . . ." and went on to list a half-dozen more dangerous everyday safety hazards. The ad continued with "How To Treasure Your Wife . . . Take Her to See HOW TO MURDER YOUR WIFE At The Strand Theatre (Ogdensburg, New York) Friday, etc." The Goodyear Store then offered two tickets to see HOW TO MURDER YOUR WIFE to the first eight people getting a special wheel alignment at the store. The Goodyear Store also bought radio time; and needless to say, this clever tie-in netted Carhart a lot of gratis plugs over the air . . . and extra publicity for his showing of the film.

## Fashion Tie-Up On 'Art'

Universal Pictures Company and Puritan Fashions Corporation have developed a joint national promotion on the Ross Hunter Production "The Art of Love."

In connection with the tie-up, various Puritan Fashions divisions have combined to feature a six-page advertising layout in Mademoiselle photographed at the Universal City Tours and featuring various fashions inspired by the picture.

The fashions are being merchandised through the Gimbels outlets and through every major department store in the United States handling the Puritan Fashions line. The merchandising, tied in with key city openings of "The Art of Love," will include cooperative newspaper advertising, interior and window store displays and each garment in the promotion will have a special hang-tag with art and copy relating to "The Art of Love."

# British Showmanship

By Jock MacGregor

A newcomer to these columns Clive Jones, of the Palace, Lancaster, overcame the absence of a "Yellow Rolls Royce" in his district when he played the MGM film by persuading the local owner of a 1930 Panthom Rolls similar to the one in the film to allow him to cover the lower half of the bodywork with plastic finished yellow paper. This made a fine substitute for the real thing. Not only did the car tour the area with theatre and film credits during the week prior to opening and week of playdate but it was used to convey a number of business people who had tied up with the film to the opening night. At the theatre they were greeted by a fanfare of trumpets. Vintage car and Rolls Royce owners were invited to drive to the opening and the theatre parking lot made a sufficiently impressive sight for a six inch story in the local paper. For "Beckett," Clive Jones augmented his campaign by playing up the cultural angles with displays at the University, the Arts and Crafts College, the College of Further Education, the local amateur dramatics club and in antique shops.

With the famous Roman Bath nearby E. D. Barton, of the Odeon, Bath, got his 23 year old assistant manager, Marcus Wedge, to wear a Roman soldier's outfit and pose for press photos there to plug a two week session of "Cleopatra." He also distributed throw-aways in various parts of the city and supported by a slave girl sold souvenir brochures on the opening night. T. Phillips, of the Odeon, Luton, persuaded 14 members of a local scooter club to carry theatre and film credits on the Saturday prior to playing "The Pleasure Seekers" and to drive round the town in the evening as a "Scootercade."

Playing British Lion's war comedy "Joey Boy," H. T. Bolton, of the ABC Woolwich, South London, arranged tieups with four supermarkets on the "On Active Self Service" angles and in return invited them to feature their Star Bargains of the week in a Theatre Foyer display.

F. Reay, of the Odeon, Sunderland, worked on the railroad background when he played "The Train" and organised model railway displays for the foyer. With the cooperation of the British Rail's area publicity officer, he invited those railway men who had been in the Forces during the war and had driven trains on the continent to the first night. Many had excellent stories to relate. British Rail displayed posters reading "Go by Train to See 'The Train' at the Odeon, Sunderland, etc. Day Return from this Station - - -" at 20 stations.

For "Circus World" ("Magnificent Showman" here) J. W. Whittell, of the Odeon, Rotham, dressed three attractive usherettes as cowgirls. They distributed leaflets from a gaily decorated horse-drawn float in the town centre. For the same film W. Geoghegan, of the Odeon, Bury, staged what the local press was happy to call a "premiere" and invited the Mayor and mayoress, civic dignitaries and local celebrities. An out of work clown (that's a new one!) donned his makeup for a street stunt and provided the local papers with a photo which further plugged the picture.

Douglas Adams, of the ABC Kirkcaldy, Scotland, got a surprise when he staged a best kept cats contest to brighten a recent Saturday morning ABC Minors Film Show. 77 took advantage of the offer and it was necessary to reorganize the contest into largest, smallest and oddest. In all there were 30 dogs, 18 rabbits, 10 fish, six birds, four cats, three tortoises, three insects, two guinea pigs and one hamster and these produced three newspaper pictures and two editorials to spotlight the theatre.

600 open letters and 150 special illustrated leaflets were sent to schools and party organizers in the area when John A. Dixon played "Becket" at the ABC Chesterfield. For the same film, H. T. Bolton, of the ABC, Woolwich, South London, played on quality and concentrated on tieups with those traders which specialize in high quality merchandize to display the specially selected stills.

When Con Docherty, Queens Cinerama, Newcastle on Tyne, learned that he was to play a road show of "The Fall of the Roman Empire," he recalled a Sunday Times Color Supplement feature on excavations and renovations on the Roman Wall between England and Scotland which runs not far from his theatre. He set about making contact with the workers with the idea of getting them to his opening night and took some stills with him. He could hardly believe his ears when he was told the altar before which Alec Guinness stood was similar to one they had just unearthed. With great persuasion he was able to borrow it as the centre piece for his foyer display but had to insure it for \$5600—and chain it against would-be stone removers. This caused considerable interest among press and public alike. The Lord Mayor attended the opening and was greeted by a toga'd Docherty and staff dressed as Roman soldiers and vestal virgins.

A 30-minute featurette, "Faces of Harlow," provided J. H. Symonds, the Odeon Harlow, with a reason for a civic premiere which garnered even more national press coverage than it did local—even TV came in on the act. The film tells the story of the development of this postwar satellite town. Youth organization provided guards of honor and choirs. The ensuing publicity provided an admirable boost for the rest of the week.





United Artists recently took over the corner of Hollywood and Vine with stunts on four pictures taking place simultaneously. While model Linda Goforth and an elephant plugged "Mister Moses," Indian maiden Theresa Cooper changed street signs to "The Hallelujah Trail" and cat-garbed Shirley Cooper took time off from passing out fliers on "What's New Pussycat" to steady the ladder. A mobile display truck ballying "The Train" passes in the background. The four UA films were all set to open on Hollywood Blvd. within a three-week period.

## 'HALLELUJAH TRAIL'

(Continued from page EX-689)

Legion of Hackensack, New Jersey. Their blue and gold cavalry uniforms blended with the U. S. Cavalry uniforms of the smartly attired horsemen escorting the celebrity-packed wagon train heading for the Capitol. Bringing up the rear was the world-famous 70-unit all-girl Canadian Mountettes of Paramus, New Jersey.

The guests, marchers and the escorting party headed into trouble as they approached the Capitol Theatre at Broadway and 51st Street. Lurking there behind lobby doors was a tribe of Sioux ready to hit the warpath and ambush the wagon train. However, the music of a western band and the presence at the theatre of pretty Indian Squaws in tepees soothed the restless natives.

Upon entering the theatre, the guests received "Hallelujah Trail" souvenir books and were escorted to their seats by ushers wearing Western style costumes.

The theatre lobby was filled with country music provided by a four-piece western band stationed on the Capitol's plush stairway. Inside the auditorium the first-nighters were treated to a special performance by one of the parade bands before the curtain went up. The band was spelled by sound track excerpts of Elmer Bernstein's lively score for the western comedy.

As soon as the picture was over, the Tent Party got underway in a vast, converted parking lot behind the Capitol. Guests with special party tickets were admitted via the 51st Street entrance.

A small army of electricians, carpenters, hotel and catering experts planned and worked on the details of this mammoth outdoor feed for nearly a month. As a result of their efforts the block-wide area behind the Capitol Theatre was transformed into a spectacular showplace. One of the most impressive structures is an authentic reproduction of Fort Russell, the western stockade which figures prominently in the comic proceedings of "The Hallelujah Trail." The party area also featured two huge circus tents, and several

subsidiary buildings all gaily festooned in western style. Three auxiliary generators stood by for emergencies to power the hundreds of flood lights, interior lights and special cooling equipment.

The barbecue itself was under the personal supervision of Walter Jetton, famed as the nation's Barbecue Kingpin and as President Johnson's favorite chef. As the guests entered the party site, they received a copy of his newly published "Walter Jetton's LBJ Recipe Book" which gives recipes for hundreds of western dishes.

Jetton, who has produced barbecues for 10,000, was fully prepared to feed the hungry guests with his famous specialties, which he had trucked up from Texas. He even

supplied the cutlery for those too fastidious to eat spare ribs with their fingers.

Over 5,000 glasses, place mats and napkins had the "Hallelujah Trail" brand. And so were the guests who were gifted with western hats and neckerchiefs bearing the film's imprint.

In keeping with the theme of the picture—how the U. S. Cavalry tried to relieve a liquor drought in Denver of 1867, but failed to reckon with a temperance army and thirsty Indians—one of the party tents had 64 feet of bar, 12 bartenders, and enough liquid refreshments for an army of parched miners on Saturday night. There also was suitable potion for long-distance runners in training at the Temperance Bar.

As a highlight of the party, Sammy Davis, whose talents are limitless, demonstrated why he is known as "The Fastest Gun In the East" with a quick draw and gun twirling performance. He matched his skill in a "duel" with comedian Joe Villa, another fast gun artist.

There also was dancing for the energetic guests. Killer Joe Piro, King of the Discotheques appearing through the courtesy of the Taft Hotel, introduced a new routine—"The Hallelujah Trail Dance." His company of girl dancers aided him in this demonstration.

Meanwhile, back at the theatre, the film was rewound for the 2 A.M. showing for night owls, insomniacs and people who just like to welcome a new day with a movie. NBC's Long John Nebel flew up from Virginia to attend this performance. He was joined by a large number of listeners who replied to his special invitation to see the picture.

Following this performance, coffee and cake were served in the party tents, which by now had been completely set up for an early morning breakfast crowd.

Even as the July 1st sun broke over Manhattan's towers, the festivities rolled on. This time for the young set, including the PAL, BAL, CYO and other junior citizens. They received Western favors, including hats, bandanas and other goodies, and when the 10 A.M. show ended, the boys and girls hot footed to the party area for ice cream, soda, cake and milk.

With this last group of guests, the party was over and the management of the Capitol was ready to start the regular, reserved seat engagement of "The Hallelujah Trail."



Typical of the hoopla and ballyhoo staged to promote Columbia's "Cat Ballou" in college towns across the nation, are the Michigan State University's posters for the Lansing, Mich., "Miss Cat Ballou Butt-y Contest" and the delightful co-ed runners up. The whole town and college campus took part in festivities centered around the opening of the film.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1. 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

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CONCESSION TRAILERS, NEW AND USED. Terms on new trailers; game, popcorn or office. TRAILER-CRAFT MFG., RD No. 2, Warren, Ohio. Phone: 824-2354.

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LOST OUR LEASE & MUST SELL complete equipment two leading downtown theatres. Everything goes, deadline Aug. 1. Buildings will be demolished. Equipment in A-1 shape. 1,500 seats, some full upholstered American Bodiform. E7 Simplex projectors, generators, Peerless HI lamps, turnstile, registers, air-condition & vending equipment. Cash sale, list furnished on request. Contact FRED CANATA, Rivoli Theatre, 803 Capitol Avenue, Houston, Texas.

SIMPLEX E-7 MECHANISMS, excellent, \$212.50; Rectifiers, 50 Ampere, 220V, 3Ph, w/new 15A tubes, \$147.50; Hertner Drive-in Motor Generator, 200/300 Amperes, Controls, Ballasts, Likenu, \$995.00. Everything in Booth Equipment. S.O.S., 387 Park Ave., South, New York 10016.

## EQUIPMENT WANTED

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TOP PRICES PAID for soundheads, lamp-houses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

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GRIME DOESN'T PAY. Replace old screens with New Mattewhite, only 57¢ sq. ft.; Mattewhite Lenticular or Pearl glo, 89¢ sq. ft. S.O.S., 387 Park Ave., South, New York 10016.

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EXECUTIVE—Age 40—Currently national sales manager, housewares industry. Seeking management position in theatre operation. Desire to work and build in an industry that gives personal satisfaction which returns dollars at the same time. Lets chat. BOX 286, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N. Y. C.

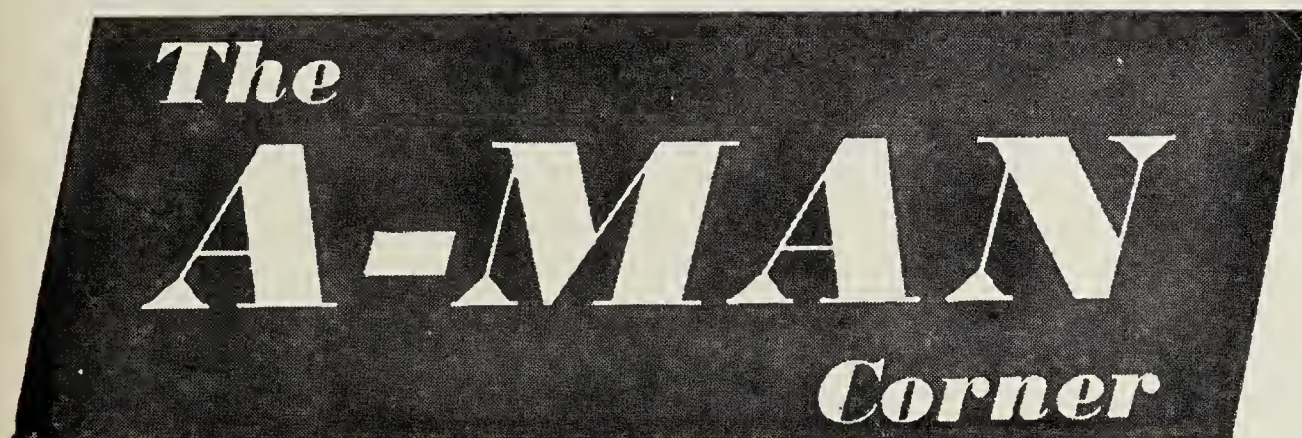
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WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

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FASTEST GROWING CIRCUIT, means lots opportunity for advancement, needs managers. If you are qualified theatre manager looking for challenge, opportunity to grow, we're your company. Send resume past experience, personal information to PERSONNEL OFFICER, 212 W. Boardman St., Youngstown, Ohio. (623)

AVAILABLE: Young theatre manager, experienced in administration, personnel, payroll-purchasing, inventories, public relations, advertising. Out-going personality. \$125 start. Relocate. Contact PETER DANIELS, 2125 First Ave., N. Y. C., N. Y. (623)

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Address all Correspondence to— **The A—MAN Corner** {Motion Picture Exhibitor  
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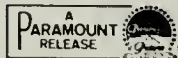
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# MOTION PICTURE EXHIBITOR

JULY 14, 1965

Volume 73

Number 24

IN TWO SECTIONS • THIS IS SECTION ONE



## Wometco Moves To Big Board

(See page 6)

## Physical Theatre- Extra Profits Dept.

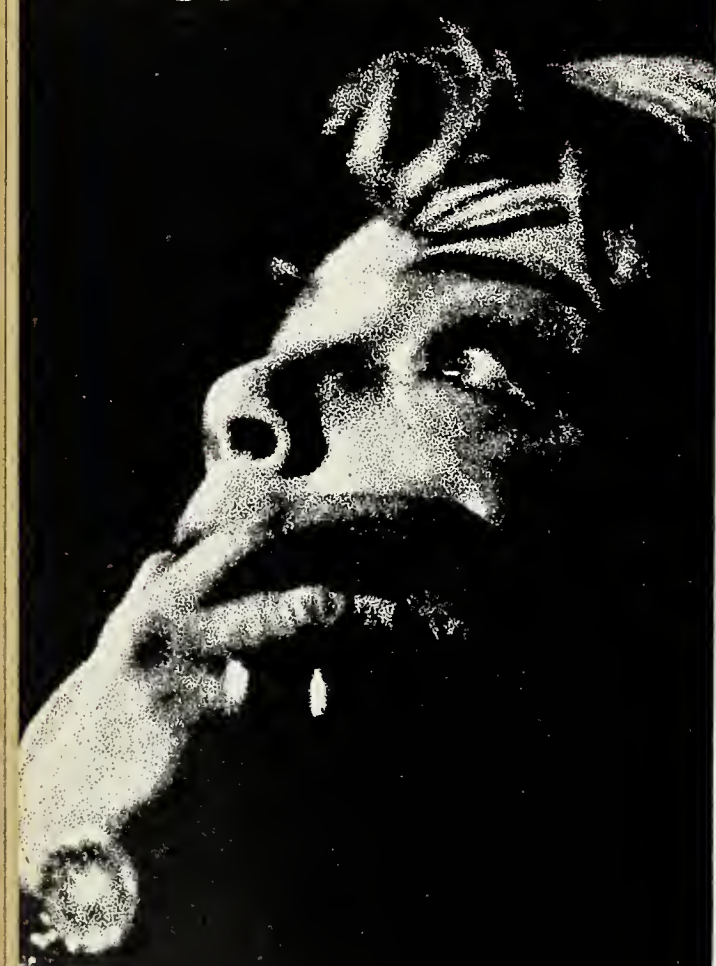
Preston Smith is probably the nation's most politically prominent motion picture exhibitor. Currently Lieutenant Governor of Texas, he will seek the top state post if Gov. John Connally decides to run for the Senate.

**VIEW FROM A SMALL TOWN . . .** see editorial—page 3



COMING FROM SEVEN ARTS PICTURES **71**

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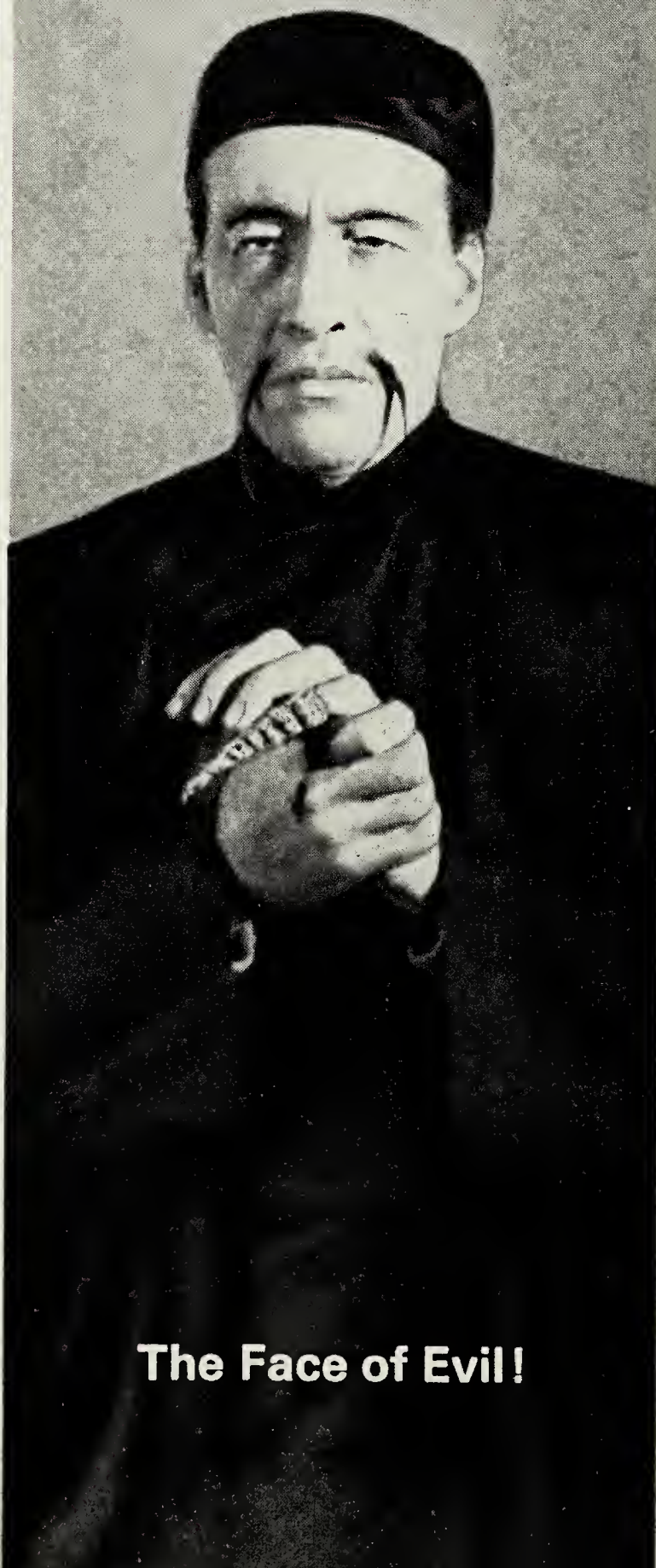


the SLEEPING CAR  
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VES MONTAND  
d introducing  
ATHERINE ALLEGRET

The Face  
of  
Fu Manchu



The Face of Evil!

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SHIRLEY EATON  
(GOLDFINGER'S GIRL)  
FABIAN  
LEO GERNER  
STANLEY HOLLOWAY  
WILFRID HYDE-WHITE  
DALIAH LAM  
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AGATHA  
CHRISTIE'S  
**TEN  
LITTLE  
INDIAN**



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VOLUME 73 • No. 25

JULY 14, 1965

OUR 47th YEAR

## VIEW FROM A SMALL TOWN

THE MAIL-BAG, like so many other things in our rather hectic lives, is a mixed blessing—a source of pleasure and pain, complaints and praise. We would like to share a letter with you that gave us great pleasure. It comes from veteran exhibitor Clint Norine of the Frederic Theatre, Frederic, Wis.

Mr. Norine, a small town theatre operator in northern Wisconsin for 35 years, remarks that the industry seems almost totally concerned with New York and “big money talk,” and seems to forget that the hinterlands exist. We agree that it seems that way, and we’d like to share some of Mr. Norine’s thoughts with our subscribers. He writes:

*“There are a lot of fellows who have gone out throughout the United States as managers, salesmen, etc., who will always remember the Minneapolis area with a good feeling. The Variety Club based in Minneapolis sure does a lot of wonderful things—the Heart Hospital, etc. The film industry is a great*

*part of the humanitarian effort everywhere, helping fellow human beings wherever it can.*

*“A lot of great men have passed on from the film business and have left memories that will never be forgotten by those left behind. Our business isn’t only money—there is a lot of fellowship and good deeds as well. When a company in our industry has a bad year, they didn’t try to make it that way. They should be helped through their rough time by everybody in the business. May the movie business prosper for all concerned.”*

We would like to think that Mr. Norine’s attitude is shared by fellow-industryites in small towns and large cities alike. The industry should be something more than money to all involved in it. Thanks, Mr. Norine, for a small town view of things that is wonderfully refreshing.

## WHOM DO YOU KNOW?

ORGANIZATION AND INDIVIDUAL exhibitor complaints concerning present day film “selling” methods are mounting continually and enlarging in scope. Theatremen are beginning to think they would have a better chance breaking into Fort Knox than getting a rise out of the Department of Justice about their complaints.

Some exhibitors have wryly remarked that the activities of certain distributors seem to be cloaked in “diplomatic immunity,” with the so-called Department of Justice proving to be the most uncommunicative in government.

Such situations quite naturally give rise to suspicion that all parties to a dispute are not being treated equally and that government agencies are practicing favoritism. When one considers how few exhibition representatives are honored with invitations to the White House and how few seem to have the

ear of high-ranked government officials, it is no wonder that theatremen are worried.

It seems to narrow down to a consideration of “Whom do you know?”

We recently came across a story of two government employees, both under federal indictment for misappropriation of approximately \$66,000. Yet they will actually draw approximately \$120,000 in additional retirement benefits from their Uncle Sam. Match that if you can. On the other hand, another employee was actually fired when he requested a refund of additional retirement deductions taken from his salary on the theory of his possible indebtedness to the U.S.

In a government supposedly “of the people, by the people, and for the people,” all citizens must be treated equally in the eyes of the law and the lawmakers. If they are not, our concept of democracy becomes a farce.

## IRRITATION OR ENTERTAINMENT?

BUSINESS JUST HAS TO GET better in theatres all over the country. If nothing else will drive people out of their living rooms and into theatres, the summertime junk on television should accomplish the job.

On top of the generally inane programs, the public is getting fed up with some of the top-heavy commercials on both tv and radio. FCC Commissioner Mary G. Jones says a new crusade is needed to improve taste in advertising and suggests starting with tv commercials.

We too have been irritated by repetitious, loud, and stupid ads, and radio is as bad an offender as tv. There was a time when a radio could be depended on to provide a few minutes of uninterrupted music. Today, every record must be followed

by a pitchman.

Last time we checked, a two-hour movie on CBS-TV contained 14 minutes of ads, instead of the usual 12. ABC-TV had 13 minutes, and though we didn’t clock NBC, it’s a safe bet their ratio is rising too.

Imagine trying to enjoy a motion picture under such conditions. Compare this with the comfort of a well operated theatre, the large screen, air conditioning, superior sound, and the joy that comes just from being with other people.

Theatremen should be pounding home the advantages of seeing movies where they were meant to be seen. At home they can be irritating. In the theatre, they can be viewed as entertainment. That’s quite a difference.



**"MORITURI"**

means something unusual...at the boxoffice!

20th Century-Fox presents

**MARLON BRANDO** | **YUL BRYNNER**

**"MORITURI"**

AN AARON ROSENBERG PRODUCTION



Also Starring

**JANET MARGOLIN**

Guest Star

**TREVOR HOWARD**

as Colonel Statter

Produced by

**AARON ROSENBERG**

Directed by

**BERNHARD WICKI**

Screenplay by

**DANIEL TARADASH**

Produced by ARCOLA-COLONY PRODUCTIONS INC.

SET FOR  
AUGUST  
ACROSS  
THE NATION  
—FROM  
20th!

**TO BE  
PRE-SOLD**  
on  
**NETWORK TV!**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A daughter, Joanna Beth, was born to Mr. and Mrs. Robert F. Blumofe at Cedars of Lebanon Hospital, Los Angeles. The father is a United Artists vice-president in charge of west coast operations, and the mother is the former Joan Benny, daughter of comedian Jack Benny.

### Wedding Bands

Brynne Laurie Berl, daughter of Dr. and Mrs. Jesse Berl, New Rochelle, N. Y., was married to Daniel Robert Fellman, son of Mr. and Mrs. Nat D. Fellman. Nat Fellman is vice-president of Stanley Warner Theatres, Inc., and Daniel Fellman is with Paramount Distributing Corporation.

### Obituaries

Mrs. Moses L. Annenberg, 86, widow of the late publishing magnate, died in New York following a long illness. She is survived by eight children, including Mrs. Joseph H. Hazen, wife of the business partner of producer Hal Wallis.

Maxwell R. Daytz, 53, known as "Mickey" Daytz, head of Daytz Theatrical Enterprises, booking and buying combine for 70 New England theatres, died at Peter Bent Brigham Hospital, Boston. He had been in ill health for some time. He had begun in the film industry as salesman for Warner Brothers in Boston. Surviving are his widow, a daughter, two brothers, a sister.

Conrado de Jesus, 52, United Artists' manager in the Philippines, died in Manila. He had been with UA for 20 years. He is survived by his widow and two children.

Joseph De Santo, 62, an accountant for Metro Goldwyn Mayer for the past 34 years, died of a heart attack in his Brooklyn, N. Y., home. At the time of his death, he was a member of the accounting department of MGM International. He is survived by his wife, two daughters, two sisters, a brother, and two grandchildren.

George A. Gessner, 88, father of Margaret G. Twyman, director of community relations department, Motion Picture Association, died in a Milwaukee hospital after an extended illness. He is survived by Mrs. Twyman and her sister.

Lawrence Hilliard Hudson, 68, projectionist for Asheville, N. C., theatres for 30 years, died. Surviving are his wife, three sons, two daughters, 12 grandchildren, and six great-grandchildren.

Alfred Graham Jackson, 72, veteran Connecticut newspaperman and at one time a Hollywood screen writer, died at the West Haven Veterans Administration Hospital.

Barney Lubin, 72, producer of silent westerns, died in Miami Beach, Fla., where he had been living in retirement. He is survived by his widow, a son, a daughter, and two brothers.

Mendel B. Silberberg, 78, attorney and director emeritus of Columbia Pictures, died at his Beverly Hills, Cal., home.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JULY 12

## Nederlanders Buy Palace For Legitimate Musicals

NEW YORK—The Palace, 1,683 seat house at Broadway and 47th street, was sold by RKO Theatres, Inc., a subsidiary of Glen Alden Corporation, to David Nederlander and sons James and Joseph, Detroit, for a reported \$1.6 million. They will also pay \$63,000 a year rent on the ground lease, which has 52 years to run.

The new owners plan extensive remodeling, estimated to cost \$500,000, to make the Palace suitable for legitimate musicals. Work will start in mid-August.

The Nederlanders operate the Fisher, Detroit, and four film houses there—the Riviera, Great Lakes, Carmen, and Kramer. In Chicago, they own the McVickers and operate the Studebaker.

Nederlander, a former jewelry store owner, has been in the entertainment business for 40 years and was a partner with the Shuberts in the operation of the former Shubert, Detroit.

Joseph Nederlander is the general manager of the chain, and James arranges bookings. Associated with James Nederlander at the Palace will be Paul Vroom, former manager, Lunt-Fontanne Theatre, the ANTA Playhouse, and the 46th Street Theatre.

## Ad Censorship Okayed

DETROIT—Calhoun County Circuit Court Judge Creighton Coleman dismissed a suit for \$50,000 damages by Floyd Bloss, owner, Eastown Theatre, Battle Creek, and declined to issue the injunction he sought to force the Battle Creek Enquirer-News to print his advertising.

The Court held that a newspaper is a private and not a public business, and that "its publisher is under no legal obligation to sell advertising to all who apply for it."



## BROADWAY GROSSES

### Summer Boom Continues

NEW YORK—The summer boom continued in the Broadway first runs after the big holiday week. According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE YELLOW ROLLS-ROYCE" (MGM). Radio City Music Hall, with usual stage show, did \$111,627 for Thursday through Sunday, with the ninth and final week going to \$186,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th-Fox). DeMille reported \$40,000 for the fourth session.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli stated the 19th week was \$51,000.

"VON RYAN'S EXPRESS" (20th-Fox). Loew's State tallied \$43,000 for the third week.

"WHAT'S NEW PUSSYCAT?" (United Artists). Astor had \$40,000 for the third week.

"CAT BALLOU" (Columbia). Victoria announced \$31,000 for the third week.

"THE GREATEST STORY EVER TOLD" (UA). Warner-Cinerama claimed \$23,302 for the 21st week of reserved seat policy.

"IN HARM'S WAY" (Paramount). RKO Palace reported \$14,000 for the opening week on "showcase" showing.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, did \$63,000 on the 38th week.

"THE HALLELUJAH TRAIL" (UA). Loew's Capitol, on road show policy, reported \$27,000 for the second week.

## Van Eyssen Joins Col.

LONDON—John Van Eyssen has joined Columbia Pictures in an executive capacity, it was announced by Maxwell Setton, managing director of Columbia (British) Productions, Ltd.

Van Eyssen has for the past four years been head of London Authors, the literary company of the Grade Organization.



Mr. and Mrs. Ben Sack welcome Governor John A. Volpe and Mrs. Volpe at the New England premiere of 20th-Fox's "Those Magnificent Men In Their Flying Machines" at the Music Hall, Boston, as general manager Alan Friedberg, and the Governor's aide, Major General Timothy Regan, look on.



# Wometco Moves To Big Board

**N. Y. Stock Exchange Listing Marks Company's 40th Anniversary; New Growth Seen By Wolfson**

NEW YORK—Wometco Enterprises, Inc., was listed on the New York Stock Exchange last week. It was assigned ticker symbol WOM.

At a listing ceremony on the Exchange floor, Wometco president and founder Mitchell Wolfson marked the start of trading in the company's Class A common stock by purchasing the first 100 shares in the name of the University of Miami.

Keith Funston, president of the Exchange, and members of the Wometco board participated in the ceremony.

Wometco stock has been traded over the counter since 1959. The company, headquartered in Miami, Fla., has more than 3,000 shareowners and employs some 1700 persons. It will celebrate its 40th anniversary July 14.

Wometco Enterprises, Inc., is a diversified corporation serving the public's leisure time needs. Its operations include television and radio broadcasting, Coca-Cola and other soft drink bottling, automatic vending and industrial food service, a chain of motion picture theatres, film production and processing companies, and the Miami Seaquarium—one of America's top tourist attractions. Geographically, company operations extend from the Pacific northwest in Vancouver, B. C., Canada, through the south to the Bahamas and the Panama Canal Zone.

"Listing on the New York Stock Exchange is a great milestone in Wometco's development, especially since it will broaden the ownership of our shares and furnish an even stronger base for future growth," Wolfson said.

"Wometco's move to the 'Big Board' is another stride forward in our efforts to serve the best interests of the company, our shareowners and the communities in which we operate," he added.

The company's gross income has grown from \$11.6 million in 1959 to almost \$32 million in 1964. Earnings during the same period climbed from \$714,000 to more than \$3 million.

Net earnings for the first quarter of 1965 were \$855,561, compared to 1964 earnings of \$710,904 in the same period.

Per share earnings for the 12-week period ended March 27 were 39 cents as opposed to last year's 32 cents a share, adjusted for a 25 per cent stock distribution made in December, 1964.

Gross income in the first quarter of 1965 climbed 19.9 per cent to \$7,983,472 from \$6,658,365.

Principal divisions, subsidiaries and affiliates of Wometco Enterprises, Inc. are:

**Television**—WTVJ, Miami, Fla.; WFGA-TV, Jacksonville, Fla.; WLOS-TV, serving Asheville-Greenville-Spartanburg in the Carolinas; and KVOS-TV & KVOS-TV (B. C.) Ltd., Bellingham, Wash., and Vancouver, B. C., Canada. (Also WLOS-AM-FM radio, Asheville, N. C.)

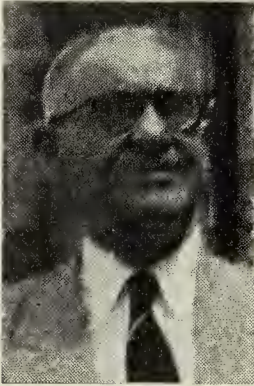
**Soft Drink Bottling**—Coca-Cola Bottling Works of Nashville, Tenn.; Wometco (B. C.) Limited (Coca-Cola), Vancouver, B. C., Canada; Coca-Cola Bottling Works of Springfield, Tenn.; Coca-Cola Bottling Works of Lebanon,



Wometco Enterprises, Inc., Miami, Fla., was listed on the N. Y. Stock Exchange and assigned ticker symbol WOM. Company president Mitchell Wolfson, center, purchased the first 100 shares in behalf of University of Miami. He is welcomed by Keith Funston, left, president of the exchange, and P.W. Henderson, floor specialist in the stock.

## Abe Kessler Mourned

NEW YORK—A. J. Kessler, co-founder of Novelty Scenic Studios, Inc., of New York City, died at age 70 after a long illness.



KESSLER

he established Novelty Scenic Studios with his brother, Morris.

He is survived by his wife, Ray; a daughter Frances, wife of Cantor Irving Berniker; a son Theodore, an architect; two sisters, and four brothers.

Tenn.; Coca-Cola Bottling Works of Columbia, Tenn.; The Dickson Coca-Cola Bottling Corp., Dickson, Tenn.; The Coca-Cola and Seven-Up Bottling Companies of Plattsburgh, Lake Placid, N. Y.; and Caribbean Bottling Co. Ltd., Nassau, Bahamas.

**Automatic Vending**—Wometco Vending of South Florida, Inc., Miami, Fla.; Wometco Vending of Central Florida, Inc., Orlando, Fla.; Wometco Vending of Pompano, Pompano, Fla.; Wometco Vending of Georgia, Inc., Jacksonville, Fla.; Wometco Vending of Tennessee, Inc., Nashville, Tenn.; Shanks Distributing Co., Industrial Vendors, Inc., Columbia, S. C.; Wometco Food Services, Inc., Wometco Anderson Vend-A-Matic, Inc., Carolina-Georgia Vending, Inc., Anderson, S. C.; Ventas Automaticas de Panama, Rep. of Panama; and Nassau Vending Ltd., Nassau, Bahamas.

**Motion Picture Theatres**—South and central Florida.

**Film Production and Processing**—Reela Films, Inc., Miami, Fla. and Canawest Film Productions, Vancouver, Calgary, Alberta, Canada.

**Miami Seaquarium**—Miami, Fla.; World's Fair, N. Y.

## SW Reports Record Profit For Quarter, Nine Months

NEW YORK—The consolidated operating profits of Stanley Warner Corporation for the quarter and the nine months ended May 29 were at record highs, it was announced by S. H. Fabian, president.

The profit for the May quarter was 42 per cent over the profit for the corresponding quarter last year. The profit for the May quarter amounted to \$1,538,000, equivalent to 75 cents per share on the outstanding common stock. The profit for the same quarter last year was \$1,080,000, or 53 cents per share.

The consolidated operating profit for the nine months ended May 29 was \$4,102,000 which is 34 per cent larger than the \$3,053,900 earned during the corresponding period one year ago. The earnings for the nine months ended May 29 are equivalent to \$2.00 per share on the outstanding common stock, which compares with \$1.49 per share for the same period last year.

During the nine months ended May 29, there was charged to earned surplus \$560,300 resulting from unusual property dispositions. For the nine months one year ago, there was a charge to earned surplus of \$368,800 arising from similar dispositions.

For the quarter ended May 29, merchandise sales totaled \$40,904,000 as compared with \$31,609,000 for the same quarter last year. Theatre and television revenues totaled \$10,515,500, as compared with similar income of \$9,783,800 for the same period last year.

Merchandise sales for the nine months ended May 29 totaled \$111,643,300, as compared with \$83,629,300 one year ago. Theatre and television revenues for the nine months amounted to \$30,482,200, as compared with similar income of \$29,785,400 for the same period one year ago.

The operations of Morningstar-Paisley, Inc., acquired in July 1964, are included in the figures for the quarter and nine months ended May 29.

Stanley Warner is a diversified company. Its consumer division manufactures Playtex and Sarong foundation garments, latex gloves and baby pants. Its chemical division produces and compounds synthetic latices, and manufactures industrial adhesives and chemical starches. Its motion picture and television divisions operate 203 theatres and station WAST-TV in the Albany, Schenectady and Troy area.

## "Knack" From Lopert To UA

NEW YORK—Leon Brandt, general sales manager of Lopert Pictures, announced that "The Knack," originally designed as a Lopert release, has been changed over into a United Artists-Lopert release.

The last time this was done was with "Tom Jones."

Brandt said that "The Knack," which won a top prize at the Cannes Festival, will now receive the benefit of full UA manpower in the field in booking the picture. "It is going to have a greater impact in the U. S.," Brandt noted.



## Embassy Sales Conference To Set 1965-66 Program

NEW YORK—Embassy Pictures has scheduled its third national sales conference for July 28-July 31 at the Hilton Hotel here, it was disclosed by D. J. Edele, vice-president and general sales manager.

President Joseph E. Levine will welcome the attending representatives of the company's national sales force, which includes 12 exchanges, to the four-day conclave. Also in attendance will be members of the home office sales and branch operations organization.

Leonard Lightstone, executive vice-president, also will address the meeting.

According to Edele, the meeting will center on a discussion of operations, sales and marketing plans for the remainder of 1965, with special emphasis on Embassy's Christmas attraction—"The Tenth Victim," starring Marcello Mastroianni, Ursula Andress, and Elsa Martinelli—and advertising and publicity plans concerning each film. During the conference, the company will chart its distribution plans for 1966.

## Minn. Circuit Ups O'Neill

MINNEAPOLIS — Donald G. O'Neill has been named buyer and booker for the Minnesota Amusement Company, it was announced by C. W. Winchell, president. O'Neill assumes his new duties immediately, succeeding John A. Branton who has resigned.

O'Neill is a veteran with Minnesota Amusement Company, having joined that circuit in 1931, working first in the theatre department with assignments in both Minneapolis and St. Paul, later handling assignments in the main office, and entering the booking department as assistant to Branton in 1934.

Minnesota Amusement Company operates three theatres in the Twin Cities and one drive-in: in Minneapolis, the downtown State and Lyric; in Hopkins, the 7-Hi Drive-In; in St. Paul, the downtown Riviera.

The company also operates theatres in the following northwest cities: Minnesota: Austin, Duluth, Fairmont, Mankato, Moorhead, Rochester, and St. Cloud. North Dakota: Fargo, Grand Forks, and Minot. South Dakota: Aberdeen, Mitchell, and Sioux Falls. Wisconsin: Eau Claire, LaCrosse, and Superior.

## Richards To L. A. Tent

LOS ANGELES—Joseph Richards has been named executive director of the Variety Club of Southern California, Tent 25, it was announced by James H. Nicholson, chief barker. Richards moves to his new post after four and a half years as public relations representative of Los Angeles' Orthopaedic Hospital.

The new Variety Club executive director is a native of Buffalo, and has a long background of working and helping with handicapped children—the chief project of his new affiliation. He introduced dancing as a successful form of rehabilitation for the mentally ill in his home town and he has taught dancing to the children at the local Widney High School for the handicapped for over five years.

Los Angeles area charities of Tent 25 are the Variety Children's Heart Center at UCLA Medical Center, the Variety Boys Club, and the Variety Sunshine Coaches program.

# Screen Actors Guild Seeks Share Of Proceeds From Films' TV Sales



The new Academy Theatres, Inc., Dallas, was announced by its officers, left to right, Norm Levinson, president; Edwin Tobolowsky, vice-president and general counsel; and J. J. Rodriguez, vice-president and treasurer. First house under the A.T.I. banner will be the Festival in Dallas.

## Festival, Dallas, First In Academy Circuit Plan

DALLAS—Officers of the newly formed Academy Theatres, Inc., announced that the original Dallas Little Theatre Playhouse will once more emerge as a focal point of entertainment in Dallas. The landmark will be completely remodeled and converted into a first-run deluxe art showcase. It will be renamed the Festival.

Academy Theatres, Inc., will be headed by Norm Levinson, president; J. J. Rodriguez, vice-president and treasurer; Edwin Tobolowsky, vice-president and general counsel; and Dennis Trent, auditor and secretary.

The 500 seat theatre is expected to close very shortly for an extensive refurbishing job, with costs approaching \$100,000. The gala reopening is scheduled for the first week in September.

Adjacent to the theatre will be a continental-type "under-the-stars" Festival Lounge where patrons can relax over the finest imported wines and beers or espresso coffee while listening to Hi-Fi music. To further enhance the setting will be beautifully landscaped gardens.

Academy Theatres, Inc. plans to expand its first run art and commercial theatre operations in other major cities in the future.

## Notaro Heads Orbi S.A.

LOS ANGELES—The board of directors of Orbi S. A. have confirmed the recent election of Pat R. Notaro as president of the company.

Orbi S. A. is a theatre circuit operating Cinerama and other first run houses in the larger cities of Europe and the Near East, including London, Paris, Genoa, Rome, Athens, Beyrouth, Brussels, Antwerp, Amsterdam, Rotterdam, Copenhagen, Berlin, Hamburg, Munich, Nuremberg, Vienna, Helsinki, Stockholm, and Zurich.

Notaro assumed his new duties in addition to the duties he retained on behalf of Pacific Drive-In Theatres in southern California.

He is occupying offices in London, England, in addition to his present office in Los Angeles.

HOLLYWOOD—The decision of the television networks to devote vastly more prime time to the showing of motion pictures next season brought a sharp response from the labor unions who declared that increased use of films on tv will deprive them of work they would normally perform in turning out regular tv shows. To offset the supposed loss, they are demanding a much larger share of funds earned from the sale of pictures to tv.

At the same time, there is growing concern on the part of the networks that they are burning up the supply of available movies at too fast a rate, and many producers are trying to develop methods of turning out low-cost films directly for television to be released later to theatres abroad and, perhaps, even in this country.

The Screen Actors Guild reports little progress with the Association of Motion Picture and Television Producers on this issue. Their present contract expires July 31, and after a month of negotiations, strike ballots have been sent to members.

The Guild is asking for 10 per cent in perpetuity of the total worldwide gross receipts from the sale of films to tv after next January. If granted, this demand will about double the present royalty paid, on the average, to the guild's members.

John L. Dales, executive secretary of the Guild, said that as recently as 1960, it seemed unthinkable that motion pictures would be shown on prime time television; yet next season the networks will devote eight to 10 hours of prime time each week to films.

This represents a fantastic elimination of work for tv actors and other employes, Dales said, adding, "We are ready to stake our economic lives on achieving a reasonable and substantial solution."

## Politico Wars On "Trash"

PITTSBURGH—Vincent Rovitto, Republican candidate for Mayor, criticized the city administration and the county judicial system over the alleged flood of "trash" films and books into the city. He blamed the Department of Safety and the "dominant Democratic judicial system in the county" for the so-called "nudie-cutie" movies and girlie magazines that are "continually directed toward a teenage audience."

Singled out was the "obscenity and censorship" case on the question of the Jayne Mansfield film, "Promises, Promises," which "came under heavy criticism by parents and church leaders in recent years." The District Attorney tried to stop its showing recently.

## Lancaster Plans Productions

HOLLYWOOD — Burt Lancaster's Norlan Productions, which recently signed a multiple-picture agreement with United Artists, has opened offices at Goldwyn Studios. Lancaster, who currently has two pictures in release for UA—"The Hallelujah Trail" and "The Train"—is presently preparing his own production slate.

Under the terms of the new deal, Lancaster will star in four major films and will personally produce a minimum of six other pictures, all for UA release.



# Skouras, Randforce Circuits First To Begin Will Rogers Collections

NEW YORK—Morris Lefko, chairman of the new Will Rogers Hospital Drive, paid tribute to the Skouras Theatres and the Randforce Amusement Circuit as the first in America to commence audience collection activities in the 1965-66 "More Than A Million" Drive.

Said Lefko: "In quick response to our urgent suggestion that audience collections start now when the big pictures are playing and the summer audiences are potential givers, Salah Hassanein, president of the Skouras chain, called together representatives of his theatres, and with Manny Frisch, treasurer of Randforce, have launched their houses on a hard-hitting program of audience collections for Will Rogers. We salute them for their quick action and urge other theatres, other circuits to line up with them in this great industry effort on which we are embarking."

Hassanein presided at an inaugural meeting in his home offices, attended by 30 representatives of both circuits, comprising 72-theatres, among them house managers, zone managers, and executives. In addition to Frisch of Randforce, Si Seadler of MGM, this year's national publicity chairman, attended. Seadler addressed the group on the plans of his committee.

Hassanein explained that in an effort to make this year's collection the most successful that these circuits have ever undertaken, the 72 theatres have been split into 16 different groups, each consisting of four or five theatres. A group captain assigned to each unit will supervise and instruct each of the managers in procedures and handling of the audience collection.

Screened at the meeting was the Frank Sinatra audience collection trailer and the 20-minute subject, "A Place in the Country." Hassanein thereafter explained all details and the mechanics of the entire project, stressing its importance to the individual theatre and to the industry, in addition to the free benefits involved for those of the entertainment-communications industries and their families who may be afflicted with chest illnesses.

Said Hassanein: "After reviewing last year's collections, we learned that if only one penny more per patron had been collected, these theatres would have brought in \$5,000 more. Our obligation is to set new high marks this year to meet the new needs and to help chairman Lefko achieve his 'More Than A Million' goal."

Hassanein announced that the three managers who achieve the highest collection per 100 attendance will win a week-end trip to White Face Inn at Saranac Lake, at which time they will be able to visit the famed Will Rogers institution.

Seadler, covering the publicity phases of the national campaign, urged greater personal involvement by the manager and the theatre in Will Rogers activities, as a means of building community respect. To this end, each theatre will receive a small diploma-size citation for permanent placement in the lobby, stating its pride in being part of this great humanitarian and research project of the motion picture industry. Seadler also stated that the wonderful short subject, "A Place in the Country," was being edited by its creator, Universal-International producer Nor-

## Penna. Ticket Tax Ban Wins House Approval

HARRISBURG—The House of Representatives, at a midnight session July 2, voted to end movie theatre admission taxes in all Pennsylvania municipalities except Philadelphia and Pittsburgh.

Designed to bring about \$2 million a year in relief to a "troubled" industry, the measure cleared by 119-76 and went to the Senate after brief debate.

Philadelphia was exempt under the original contents of the measure, but Pittsburgh won its exemption through an amendment inserted at the last minute. Rep. William M. Appleton (R-Allegheny) proposed another amendment exempting all other communities in his home county, but withdrew it after determining it had little support.

## NGC Maps Construction Of Champaign, Ill., House

LOS ANGELES—National General Corporation will soon start construction in Champaign, Ill., for the newest motion picture theatre in its Fox Midwest-Mountain Division, it is announced by Dan A. Polier and William H. Thedford, NGC co-directors of theatre operations for the 218-theatre circuit.

The deluxe 850-seat conventional theatre, latest in president Eugene V. Klein's announced plans for expansion of the nationwide circuit, will be located in the 40-acre Country Fair Shopping Center.

J. Walter Bantau, NGC construction chief, will supervise the building of the new showplace, which will be built and equipped for approximately \$300,000 by Abner J. Mesirow, owner and developer of the shopping center.

The theatre will be equipped with the latest projection equipment, stereophonic sound, climate-controlled refrigeration, and modern comfortable seats.

National General recently also broke ground for another Fox Theatre in the midwest to be located in the East Gate Shopping Center in Carbondale, Ill.

man Gluck, to a length of nine minutes, which would make it suitable for use as a documentary in theatres and on tv.

Seadler continued: "This subject conveys the heart-beat of Will Rogers more dramatically and movingly than anything you might bring the public, short of a visit to the hospital itself. With Charles Jackson, author of 'The Lost Week-end,' as patient and narrator, the advanced technological features of Rogers Research are presented, which together with the dedication of the doctors, the visiting students and lecturers, and the human interest presentation of the patients, makes this a potent visual ambassador for our great undertaking. All field press representatives of the companies will receive 16mm copies to show America what we are doing and why we need their help to do it."

## Harper Joins Seven-Arts As Administrative V-P

NEW YORK—Richard A. Harper has joined Seven Arts Productions, Ltd., as administrative vice-president and will function in all



HARPER

phases of the organization's expanding domestic and international operations, it was announced by Eliot Hyman, president of Seven Arts.

Harper has resigned his post as general sales manager of Samuel Goldwyn Productions to accept his new position. For the past 20 years he has been a key executive in the areas of theatrical and television production and distribution.

Harper will headquarter at Seven Arts' New York offices where he will work directly with Hyman in the supervision of the company's numerous enterprises.

Associated with Metro-Goldwyn-Mayer in various executive capacities for 17 years. Harper was instrumental in the creation of MGM-TV and was named its general sales manager in 1957. Two years later, he was appointed MGM-TV's world wide director of syndicated and feature sales, the post he held until he joined Samuel Goldwyn.

Born in Johnstown, Pa., Harper is a graduate of the University of Southern California and holds a masters' degree from Columbia University. He also attended Harvard Business School in 1945.

During World War II, he served as naval attache to Ambassador Lawrence A. Steinhardt in London, Madrid and Cairo, in addition to key military posts in Italy and the Pacific.

Prior to his joining the entertainment industry, he was associated with the overseas division of the National City Bank of New York.

## Robbins Heads Fund Drive

NEW YORK—Norman Robbins, vice-president and general manager of National Screen Service, has been named chairman of the 1965 Cadillac fund-raising drive of New York's Cinema Lodge of B'nai B'rith, it was announced by Howard G. Minsky, president of Cinema Lodge.

The goal of this year's drive is the sale of 750 Contribution Share Certificates at \$25 each, with one of the purchasers receiving a 1966 four-door Cadillac Sedan at a luncheon to be held at the City Square Motel on Oct. 14. Funds raised through the sale of the Certificates go to the support of the B'nai B'rith agencies which include the Anti-Defamation League, the Hillel Foundations, the B'nai B'rith Youth Organizations, and Vocational Service.

## Sameric N. J. House Set

PENNSAUKEN, N. J.—The Sameric Theatre Circuit is building a 1500-seat theatre in the Pennsauken Merchandise Mart Shopping Center at the junction of Route 130 and Route 73.

A feature of the \$600,000 house will be a "smoking" mezzanine of 200 seats reserved for patrons who wish to smoke while watching motion pictures. There will be free parking for 3,000 cars in the mall.



## Nicholson Reveals AIP Slate Of 13 For 1966

NEW YORK—James H. Nicholson, president, American International Pictures, revealed the company's 1966 release schedule, with 13 features set for distribution at the rate of at least one per month.

The AIP head disclosed the company's 1966 top-of-the-bill production slate, which for the first time in the company's history has been set so far in advance (18 months).

AIP's first 1966 production is "Mondo Taboo," the documentary sequel to "Taboos of the World." Like its predecessor, the shock compilation will be narrated by Vincent Price and produced by Salvatore Biliotti for January, 1966, release.

The science fiction drama, "Frankenstein Meets the Giant Devil Fish," is currently filming in Tokyo for a Feb. 16 release. Starring Nick Adams and Kumi Mizumo, the Henry G. Saperstein-Reuben Bercovitch-Toho Co. Co-Production is being produced and directed in color and scope by Inoshiro Honda.

"War—Italian Style," a war comedy top-lining Buster Keaton and Fred Clark, will start to lens in Rome on Aug. 2 for March 16 release date.

The initial 1966 Hollywood-based feature is "Pajama Party in a Haunted House," a teen musical comedy suspenser set to go before the cameras on Sept. 8 for an April 6 release date. This sequel to "Pajama Party" stars Paul Petersen, Deborah Walley, John Ashley, Elsa Lanchester, Harvey Lembeck, and Jody McCrea. James H. Nicholson and Samuel Z. Arkoff will produce and Don Weiss will direct.

"Truck to Cairo," starring Audie Murphy, George Sanders, and Adrienne Koch, is an adventure suspense film now shooting in Israel and Berlin for a May 4 release.

Of particular importance to the company is the period costume comedy "Robinhood Jones," which will begin shooting in Hollywood on Jan. 12 for a June 22 release. Starring Vincent Price, Frankie Avalon, Annette Funicello, and Susan Hart, this costume spoof of the legendary literary and historical figure, if successful, could signal the production of a series of similar comedy efforts based on the stories of famous literary personages. Produced by James H. Nicholson and Samuel Z. Arkoff, "Robinhood Jones" will be directed by William Asher.

"Girl in the Glass Bikini" will start to roll on March 9 in Hollywood and Palm Springs for a July 13 release date. Starring Annette Funicello, Dwayne Hickman, Paul Petersen, Donna Loren, and Buster Keaton, this musical comedy romp will be produced by James H. Nicholson and Samuel Z. Arkoff. Don Weiss will direct.

An April 13 starting date has been set for the sequel to "Sergeant Deadhead," "Sergeant Deadhead Goes to Mars." Due for national release on Aug. 3, the army comedy toplines Frankie Avalon, with the balance of the cast yet to be determined. James H. Nicholson and Samuel Z. Arkoff will produce and William Asher has been inked to direct.

Vincent Price will again return to the comedy screen in "Dr. Goldfoot for President," the sequel to "Dr. Goldfoot and the Girl Machine," which marks his inaugural adventure in comedy for AIP. Produced by James H. Nicholson and Samuel Z. Arkoff, this comedy suspenser will start to lens on May 18 for a Sept. 14 release. Norman Taurog will direct.

## Industry Ad Code Report Indicates Full Support By Member Companies



Among recent visitors to Universal City Studios were Jules C. Stein, MCA board chairman, second from right; actress Maureen O'Hara; Tadhg O'Sullivan, Irish counsellor to the United Nations, left; and Ricardo Midence Soto, Honduran Ambassador to the U. S.

NEW YORK—The annual report of the Advertising Code Administration of the Motion Picture Association of America for 1964 was submitted to Ralph Hetzel, acting president of the MPAA.

In commenting on the report, Hetzel said: "An excellent job has been done by the Code in an area that requires full cooperation from the member companies. The support that is given the Advertising Code is a continued demonstration of responsible self regulation on the part of the major companies."

During the year, the Advertising Code reviewed 107,809 units of advertising, publicity and exploitation. Of this total, 1,025 items were either disapproved or revised. Still photographs, which are reviewed for the most part in the Hollywood office of the Advertising Code, make up a large part of the total submittals—95,985.

Public awareness of motion picture advertising is principally centered about newspaper and magazine advertisements, posters and lobby displays. In these categories, the report showed that 6,328 advertisements, posters and accessories were reviewed. This was an eight per cent increase over 1963 in advertisements submitted, despite the fact that there were fewer feature length pictures approved by the Production Code Administration. Of the total pieces submitted, 454 or 7.35 per cent were either rejected or corrected. This reflects an improvement over the previous year, when 8.22 per cent were rejected or revised.

The Advertising Code was adopted by the board of directors of the MPAA in 1930. It is subscribed to by all member companies of the MPAA, who voluntarily submit all advertising material in advance of release.

In accordance with the regulations of the Production Code Administration, all films carrying the Production Code seal must submit to the Advertising Code all advertising and publicity materials on Code seal pictures.

Commenting on the application of the Advertising Code, Michael Linden, director, stated: "The purpose of the Advertising Code is to apply to motion picture advertising the principles which the Production Code applies to the content of motion pictures. There are times, however, when their specific application to advertising may be different. By its nature and added scope of public exposure, advertising must highlight the quality and character of a film. It thus follows that what may be appropriate in a motion picture may not be equally appropriate in advertising. We continue to adhere to our Advertising Code which states: 'Illustrations and text in advertising shall faithfully represent the pictures themselves.' When the picture deals with a seamy side of life, our position is that the public should be so informed. But this must be done in keeping with the guiding rule of good taste."

Referring to the flurry of special newspaper codes for entertainment advertising, which appeared briefly in the spring of 1965, Linden commented:

"In contrast to the action taken by a few newspapers in setting up special 'screening codes' and lists of 'words to avoid,' many newspapers have advised us that the MPAA Advertising Code has been of great service to them."

### N. Y. Exhibs Win Exemption

ALBANY—Governor Rockefeller signed into law a bill exempting admission charges to motion picture theatres from the two per cent state sales tax as well as removing the authority of any community to impose up to an additional three percent sales tax.

The bill was introduced through the Senate Rules Committee. D. John Phillips, executive director, Metropolitan Motion Picture Theatres Association, played an active part in getting the bill passed.

When the state sales tax bill, which takes effect Aug. 1, was passed earlier this year, film theatre admission charges were among the taxable items. The legislature was prevailed upon to amend the measure to have motion picture theatres included among the exemptions listed in the bill.

Rounding out the production schedule for the year are the following four upcoming projects:

"2066 A.D.—When the Sleeper Walks," the science fiction epic based on the famed H. G. Wells classic. The AIP-Italian International Co-Production will be shot in Rome.

"Cruise Party," a musical comedy to be filmed aboard a luxury liner in various global locations. Gene Corman will produce from Bob Kaufman's screenplay, and Frankie Avalon and Dwayne Hickman have been set to star.

"The Big Chase" will go before the Hollywood cameras in August of 1966. Buster Keaton is certain to have a field day in this film, since it will be the first silent feature to come out of the movie capital in many years.

"Jet Set Party" is the final project on AIP's 1966 production slate. Set to roll in Hollywood in September, 1966, the musical comedy will star Frankie Avalon and Annette Funicello. William Asher will direct.

The pictures on AIP's schedule through the remainder of 1965 are "How to Stuff a Wild Bikini," for July 14 release; "Sergeant Deadhead," for Aug. 11; and the horror combination "Die, Monster, Die!" and "Planet of Terror" for Oct. 6. AIP's Thanksgiving and Christmas releases are "Dr. Goldfoot and the Girl Machine" and "Bang! You're Dead."



# The NEW YORK Scene

By Mel Konecoff

NEW YORK HAS A BOUNTEOUS ATTITUDE TOWARDS THE ARTS ACCORDING TO Louis Broido, city Commerce Commissioner. The city, this year, has contributed budget funds of more than 46 million dollars to help maintain the municipality as the cultural center of the world.

Broido informs that the various cultural operations within the city break down as follows in boxoffice "takes." Art gallery, museum, and exhibition sales, \$67 million; theatre presentation and services, \$162 million; book publishing, \$1 billion gross; television, \$93 million; music performances, services and sales, \$195 million; dance studios and schools, \$14 million; Broadway theatrical productions, \$50 million; and the motion picture industry, including production, distribution, performances, and the city's share of foreign gross, \$897 million.

**YOUTH ON THE MARCH:** AS WE INDICATED LAST WEEK, WE HAD CONTACT WITH this group of eight of American International's young contract thespians, Bobbi Shaw, Patti Chandler, Jo Collins, Salli Sachse, Mary Hughes, Sue Hamilton, Ed Garner, and Aron Kincaid, when they were in town for a week of extensive publicity and promotional activities as part of the company's "Starburst of Youth" promotional policy. They had just completed tours across the country to intensify the nation's interest in motion pictures and their personalities.

They were cute and filled with youthful enthusiasm about the business and their prospects. For instance, Aron Kincaid related that one day at a film studio taught him more about film-making than did four years at UCLA. He is a veteran in the group, having appeared in the "Bachelor Father" tv series while studying. His first for AIP was "Ski Party," and he will do three a year for that company, which he labeled a wonderful haven for young players.

Patti Chandler, who couldn't wait to get back to her new horse, which she hasn't ridden as yet, is being coached in acting by former actor Francis Lederer, who still smooches the backs of feminine hands causing the girls to reach cloud nine.

Ed Garner told us that he's been in seven AIP pictures thus far, and he's having a ball making them. He's got a seven year contract with the company and is looking forward to the future.

Bobbi Shaw, a New York girl, told us she's been in the business for nine months during which she made five pictures. She claimed that she was really learning as she went along. She hopes to do other pictures for other film makers as well as for AIP.

Their efforts were appreciated by AIP proxy Jim Nicholson, who noted that the majority of the youngsters have appeared in nearly all of the AIP films, and he was grateful for their hard work and wonderful cooperation.

**THE METROPOLITAN SCENE:** ASIDE TO EUGENE PLANK, READING, PA.: BETTER forget about a follow-up on your suggestion. Not enough people getting off their film cans. Nice hearing from you. . . . The June issue of ESQUIRE had a color cover and 12 pages of fotos and text on the new James Bond film, "Thunderball." The July ESQUIRE had an impressive layout on AIP product and personalities. Wonder who is gonna send in the August issue. AIP lads and lassies also prominent in publications called THE BEACH GIRLS and THE BEACH BOYS. . . . Mainstream Records issuing an original soundtrack album on "The Collector." . . . "The March of Time Revisited," a retrospective film program covering the entire history of the pioneering news-documentary series, was shown at the Gallery of Modern Art from June 29 through July 10. . . . The Cattleman Restaurant has named one of its rooms "The Cat Ballou" in honor of the Columbia satirical western. . . . Elizabeth Taylor has agreed to write her life story for publication by Harper & Row on Nov. 15. It will be illustrated by over 50 photographs taken by friend Roddy McDowell. . . . The latest in the Loew Circuit was scheduled to be opened yesterday in Rochester, N. Y., with an eye-opening schedule of events. More on this later.

## Frisch Appears Before Senate Unit To Ask Wage Exemption For Theatres

WASHINGTON — Emanuel Frisch, Randforce Theatres, representing COMPO, was to appear at a hearing before a subcommittee of the Senate Labor and Public Welfare Committee yesterday (July 13) to ask exemption of part-time theatre workers from minimum wage and overtime provisions of two bills amending the Fair Labor Standards Act.

Announcement of the hearing was made by Charles E. McCarthy, COMPO executive vice-president, who was to attend the session with other members of the COMPO Minimum Wage Campaign Committee, including La-Mar Sarra, Florida State Theatres, and C. Elmer Nolte, Jr., Durkee Theatres, Baltimore, co-chairmen of the committee, and Edward

Cooper, Washington office of the MPAA.

Frisch appeared for COMPO at a hearing June 21 before a subcommittee of the House Education and Labor Committee and asked for exemption of part-time motion picture theatre workers from the coverage of a bill introduced in the House by Rep. James Roosevelt. One of the bills introduced in the Senate by Senator McNamara of Michigan is identical with the Roosevelt bill. The other calls for double pay for overtime.

Sen. McNamara is chairman of the Senate subcommittee conducting the hearing. Other members of the subcommittee are Senators Hill, Morse, Randolph, Nelson, and Robert F. Kennedy, Democrats, and Senators Javits, Prouty, and Fannin, Republicans.

## Lee Marvin Top Actor At Berlin Film Festival

BERLIN—The French film, "Alphaville," was awarded the Golden Bear Award at the 15th West Berlin International Film Festival.

A Silver Bear for the best direction was awarded to India's Satyajit Ray for his film "Lonely Woman."

A Silver Bear for the best actress went to Madhur Jeffrey for the Indian film, "Shakespear-Wallah."

Lee Marvin won a Silver Bear award as best actor for his performance in Columbia's "Cat Ballou."

Ireland's "Yeats Country" won a Golden Bear for the best short subject.

A special commendation went to the Canadian Buster Keaton short subject, "The Railroader."

Japan announced the boycotting of the Festival over refusal of the organizers to withdraw the Japanese entry, "Affairs Behind Walls," which had been shown against the expressed wish of the Japanese Film Producers Association.

## "Agony" Advance Zooms

NEW YORK—"The Agony and the Ecstasy," 20th Century-Fox's film, version of the Irving Stone best-seller, has registered a sensational \$185,000 in advance sales, the highest ever recorded for any film a full three months in advance of its world premiere, Oct. 7 at Loew's State, N. Y., it was announced by Joseph M. Sugar, 20th-Fox vice-president in charge of domestic sales.

The advance for "The Agony and the Ecstasy" has already surpassed the total for any other film at the same stage and indicates an advance of \$500,000 by its opening date, according to Sugar.

Signed contracts for groups and theatre parties account for \$135,000 of the total. The additional \$50,000 in tickets was sold in response to the single advertisement run to date for the film. The ad resulted in more than 3,000 pieces of mail.

## Reade-Sterling Elects

NEW YORK—Walter Reade, Jr., chairman of the board of Walter Reade-Sterling, Inc., has been elected by the board of directors to the position of president left vacant by the recent resignation of Saul J. Turell. Sheldon Gunsberg, executive vice-president of the company, was named to the board to replace Turell.



Producer Ross Hunter is seen with the plaque he received from David B. Wallerstein, president, Balaban and Katz Theatres, naming him "ambassador of good will and good movie making" at the premiere of Universal's "The Art Of Love" at the State-Lake, Chicago.



# LONDON Observations

By Jock MacGregor

NOT SINCE PRE-WAR HAS THERE BEEN SUCH A WEEK! JOHN DAVIS HAS backed his Blackpool speech to the Cinema Exhibitors Association that the cinema must move with the times or suffer and that Rank was confirming its faith in the industry by investing millions in bricks and mortar, furnishings, and equipment by previewing no less than three Rank projects involving four theatres and some \$1,750,000.

The most important was at Nottingham, where the 32 year old 2500-seat Odeon has been converted into two stadium theatres with 70/35mm presentation and served by one entrance foyer. I joined Kenneth Winckles' party of distributors and executives for a whirlwind 250 miles' rail round trip to view the development. In the 900-seat Odeon 1 in the former circle area, he described the project as a visible expression of Rank's faith in the future and an example of how they are flexing their muscles for the anticipated fierce competition for the leisure pound in the '70s and beyond. This theatre has road show policy and a \$1.05-\$1.75 price range, with price concessions for children and old age pensioners for some performances.

Odeon 2 on the ground floor will run a general release policy. There are 1,450 seats with a 70 cents-\$1.47 admission range reflecting the increases in provincial prices and a 10 cents OAP rate for mid-week matinees. Here in the projection booth is the Cinema installation which Rank has developed. Through its pre-set console, much of the theatre's operation is executed, from switching on heating and cleaners' lights in the morning and virtually running the show, to turning off the exterior displays long after the staff has gone home.

A 120-seat restaurant and a room for private functions up to 150 guests complete with stage and dance floor rounds off the \$700,000 development. Ron Gordon manages both theatres, and usherettes (who will be known as receptionists) do various duties and are being trained in deportment and beauty care. They will wear fashionable V-neck jerkins, long sleeved cream blouses, and flared skirts in beige Terylene instead of the traditional buttons and braid uniforms.

**SIMILAR OUTFITS WILL BE WORN BY USHERETTES—SORRY, RECEPTIONISTS**—at the new Kensington Odeon, which John Behr and Geoff Conway showed me the next morning. For some time, this vast 40-year-old cubic auditorium has been first or pre-release run and come under West End theatres control. A \$300,000 transformation includes a continuous arc of stage curtains extending along the auditorium walls and reaching a lowered ceiling to replace the proscenium, a re-stepped circle, new seating, carpeting and furnishings, and 70/35mm Cinemeccanica projectors with multi channel sound. Seating has been cut to 1,894. Since it is sited in a classy area and patrons mainly refuse to enter during the last 30 minutes of a film, the circle foyer has been extended. A restaurant has direct access to theatre and street, and I sampled a fine meal. The price range is from 84 cents to \$1.40 for luxury and presentation is comparable to anything in the West End.

I COULD NOT GO TO BIRMINGHAM FOR THE REOPENING OF THE ODEON (once the Paramount) Show Place of the Midlands, where a somewhat similar modernization has been completed. Seating is now 2400. The deputy lord mayor performed the ceremony and saw Cliff Richards and the Shadows on the stage and "Genghis Khan" on the screen. Since 1960, Rank have modernized 80 cinemas, built or completely remodeled seven, and have three under construction. John Davis certainly practices what he preaches.

**ASSOCIATED BRITISH HAVE ANNOUNCED THAT DESPITE INCREASED CHARGES** on the ABC tv operation, motion picture activities have been such that a 30 per cent dividend will again be recommended for the year to March 31. The profit was \$14,523,600, against \$14,621,600 for the previous year. . . . The Eckart's north country Star Theatres have acquired the 400-seat Prince Charles off Leicester Square as a show house, and other London properties which will be run for bingo. . . . After some pre-releases, UA's "The Knack" has had "Traitor's Gate" brought in as support in place of "One Way Pendulum." . . . Exhibitors are asking what is happening at British Lion. There has been little to show since the general upheaval of some 18 months ago. Of the new projects, "Joey Boy" has been successfully released; "The Uncle" has been completed and waits dating; and "Suitable Case for Treatment" is editing. Now the first Boultings comedy in some two years, "Rotten to the Core," has been trade shown, and some were disappointed. Without star names, it packs some good laughs, but overall it rambles and lacks the bite, punch, and polish expected of their comedies. . . . Joe Levine's "Harlow" had a lavish London launching in the presence of Paramount's studio chief Howard W. Koch, who hosted the ensuing supper dance. It was good to meet again Bob Lippert, who was in optimistic mood over the wonderful business his new drive-ins and shopping center theatres are doing. On the production front, he believes the days of the programmer are numbered and plans much more ambitious pictures with his British partner, Jack Parsons. . . . Congratulations to Frank Poole on becoming Rank's general sales manager in succession to Harold Boodson, whose final farewell lunch drew most of the trade to the Savoy. UA's Dave Bickler set a precedent by giving him a check from rival sales managers for a portable tv. In puckish mood, Harold recalled how after reviewing "Another Shore" at the studio the late Teddy Carr, following a long silence, tactfully ventured, "It's a film which needs an audience," only for him to reply: "The trouble will be getting an audience." . . . I felt humble at Lady Hoare's party for holders of the Victoria and George Crosses to meet Lord Mountbatten before the charity preme of 20th-Fox's "Von Ryan's Express" at the Odeon. Each had a true life adventure which would have made a movie. The film was rapturously received. . . . Film Row's strippery, "The Metro," has closed. The building is coming down.

## Puerto Rican Tax Relief Boosts Exhib Spirits

SAN JUAN, P. R.—An "important boost" to motion picture exhibition in Puerto Rico was given with the signing into law of a bill that grants relief from two types of special taxes, on admissions and on film footage, according to Victor Carrady, board chairman, Commonwealth Theatres of Puerto Rico, Inc.

Carrady, speaking on behalf of the island's leading theatre circuit, noted that the new law "substantially brightens our profit picture in the coming year, and is an important first step in the fight to eliminate an archaic tax originated in the United States as a wartime measure."

He noted that the law, signed June 30 by Governor Roberto Sanchez Vilella, provides for two types of tax relief beginning July 1: elimination of the existing 20 per cent admission tax on tickets selling for 50 cents or less, and removal of a two-cent per foot tax on film brought to Puerto Rico for movie exhibition.

Carrady noted that while the tax bill will prove a special boon to the small exhibitors who previously were taxed on all tickets above 20 cents, Commonwealth Theatres also will derive important benefits.

Puerto Rico's theatre operators plan to maintain ticket prices at their present level.

The new Puerto Rican law's removal of the two-cent a foot tax on imported movie film provides relief from a measure that has long rankled theatre operators, especially since film brought here for television exhibition was not subject to this tax.

## NGC Reopens S. F. House

SAN FRANCISCO—With all the fanfare and excitement of a Hollywood premiere, National General Corporation reopened the Fox Parkside.

Gala opening of the deluxe 1,000-seat show house was highlighted with the road show engagement of 20th Century-Fox's "Those Magnificent Men in Their Flying Machines."

Renovated at a cost of \$250,000, the Parkside has been completely and elaborately refurbished as a first run showplace, with new seats, new projection equipment, new screen, new decor inside and out, including new carpeting and an all season air-conditioning refrigeration system.

NGC theatre executives on hand for the opening included Dan A. Polier and William H. Thedford, co-directors of theatre operations; John Klee, Fox West Coast Theatres—Pacific Coast division manager; Louis Tavolara, northern California area supervisor; and J. Walter Bantau, construction chief.

## Smith's Hat In Ring

AUSTIN, TEX.—Preston Smith, Lieutenant Governor of Texas, as well as a motion picture exhibitor, has announced that he will seek the post of Texas Governor if the present Governor, John Connally, decides to run for the post in the U. S. Senate.

Smith also stated that if Gov. Connally will decide to run for another term, he will seek re-election to his present post.

## Century Joins TOA

NEW YORK—The Century Circuit, which operates more than 30 theatres in the New York City area, has joined Theatre Owners of America. The circuit operates theatres in Brooklyn, Queens, and other parts of Long Island.



## ALBANY

Walt Disney personalities Clarence Walsh, the voice of Donald Duck; Candy Candino; and Jack Bailey appeared in person at Fabian's Palace; Proctor's Schenectady; and Proctor's Troy. . . . Steven Lee Einhorn, son of Lon M. Einhorn, theatre-motel architect, will marry Sherry Goldberg, of Jenkintown, Pa., on Aug. 22. . . . Branche Theatre, Lathan, recently celebrated its first anniversary.

## BOSTON

Ben Sack, president of Sack Theatres in Boston, will reopen the RKO Keith Memorial after an extensive face-lifting and refurbishing on Aug. 4 with the New England premiere of 20th Century-Fox's "Mori-turi," World War II thriller starring Marlon Brando. In announcing plans for redoing the house, which will be renamed the Sack Savoy, Sack said he intends to retain the aura of elegance which permeates the 35 year old one time film palace. "They just don't build theatres like this anymore," Sack said surveying the gilt and gold and marble, crystal chandeliers, tapestries, and statuary. "I expect to retain the same elegance and grandeur that the theatre has exuded for its 35 years of existence." He said: "With the Saxon, Gary and Music Hall playing roadshows and thus booked up indefinitely, and the Beacon Hill and Capri theatres booked with a succession of exceedingly good art films, I intend to concentrate on booking the Savoy with the very best product catering to a general, family audience." . . . Brattle Theatre, off Harvard Square, at Harvard University in Cambridge, opened its 10th annual summer film festival with the British import, "Your Past Is Showing," continuing through Sept. 11, with a total of 35 films from Germany, Sweden, France, Poland, England, Japan, Italy, Ireland, and the U. S. . . . MGM sent the yellow Rolls used in "The Yellow Rolls Royce" up to Boston for promotion in behalf of the film, which opened to good business at the Paramount. Chauffeur Robert Lawrence drove the film critics from their newspapers to a luncheon at the Ritz. The car is so valuable, the free lance chauffeur said, that a stand-in, a 1934 Phantom II, was fixed up "to look like this one. That was the one that took the heavy action in the film, where the car had to be crashed." Lawrence, trained by Rolls, first came to Boston to "take delivery" on a Rolls for Alan Jay Lerner in 1958 before the opening of "My Fair Lady." After finishing the Rolls promotion tour for "Yellow Rolls Royce" in New Haven, Conn., and Albany, N. Y., he goes back to New York to "take delivery" on a new Rolls for Lerner. . . . Vincent Tubbs, assistant director of publicity for American International Pictures, Hollywood, came to Boston with two young film actresses, Patti Chandler and Sue Hamilton, for press, radio, and tv conferences. The promotion, one reminiscent of the old days of film promotion, had three groups of three film hopefuls touring 24 cities, eight each, converging on New York after being on the road for a series of fan magazine layouts and interviews.

## BUFFALO

Harry Altman, Buffalo show business entrepreneur for half a century, who has advertised his famed night spot, the Town Casino, for sale, says \$200,000 will buy the property, the auditorium of which seats 2,000 persons. Altman has operated the club, now closed, for 40 years on Main street in downtown Buffalo. He says that night club opera-

tors all over north America, with the exception of New York City and Toronto with their large transients, are caught in a squeeze between television and soaring prices asked by top performers. "TV is the monster," declares Altman. "Let's face it. You can sit home with your wife or sweetheart, drink beer, and take your choice of great shows, and it costs you nothing for the show." Altman will continue to operate his Glen Casino in Williamsville the year around. While not a booming business on week nights, the Glen survives because it is convenient to the Thruway and expressways, and has abundant parking space, claims Altman. In addition to business reasons for wanting to sell the Town Casino, Altman adds a personal note: "I'm getting to the age where I'd like to take it a little easy." The impressario is 74. . . . There's a lot of action on the site of the Twin Cinema in the rear of the mammoth shopping Mall on the Niagara Falls boulevard, where excavation is almost complete. The Twin Cinema will be operated by General Cinema Corp. of Boston, which now operates 83 drive-in, indoor, and shopping center theatres in 24 states. . . . Harry Unterfort, division manager, Schine Theatres, and Sam Mills, director of advertising and publicity, were in town for a conference with Joe Garvey, managing director, Granada, where "My Fair Lady" now is in its 26th week and still attracting excellent business, especially on weekends. Garvey expects the film to run into August. . . . The Rochester RKO-Palace theatre organ will stay in Kodak Town. It is understood that the instrument will be moved to the Masonic Auditorium. The loose ends of a three-way deal are being tied by the RKO people, the Masons, and the Rochester Theatre Organ Society, which has been raising funds to save the city's last great theatre organ. . . . Robert L. Dickman, son of Nathan R. Dickman, B&D Distributors, and a past chief barker of Tent 7, Variety Club of Buffalo, was married to Sara J. Brizdle in the Statler Hilton Hotel, Buffalo. The couple honeymooned in Bermuda. The groom is studying medicine in the State University of New York at Buffalo. . . . Mike Klein, manager of the Buffalo branch of Warner Bros. Pictures Distributing Corp., held open house in the new WB offices in the Vars Building. . . . Harry Berkson and Nate Dickman were shooting at a July 15 opening date for their new Young Street Drive-In, Tonawanda. The out-doorer will accommodate 1,000 cars and will be the first indoor-outdoor theatre in this neck of the woods, featuring an enclosed auditorium seating 120 patrons located in front of a big refreshment area and at the rear of the regular parking area. . . . John Basil, manager, Kensington, a Buffalo link in the Dipson-operated chain, is leaving that position to undertake "an extensive vacation in the west." . . . The Will Rogers Memorial Hospital and O'Donnell Research Laboratories drive has begun in the western New York area. Sidney J. Cohen, president, Allied Theatre Owners of N. Y., Inc., is exhibitor chairman, and Dan Houlihan, manager, Buffalo Paramount exchange, is distribution chairman. . . . George H. Mackenna, former managing director of the old Basil Lafayette, and now associated with an Amherst real estate firm, has been appointed one of the three-man land commission to determine the value of five tracts of land taken for the \$11 million Federal Office Building. . . . Leon Lawrence Sidell has announced the signing of a 10-year agreement with the National Gypsum Co. for the lease by him of nearly two acres of land for parking between Pearl

and Franklin streets, behind Shea's Buffalo. Sidell said he plans later to make the land available for free parking of patrons of Shea's Buffalo and the Old Spain Restaurant. Sidell owns the building in which the theatre and restaurant are located. The theatre is operated by Loew's.

## CHARLOTTE

The Center, now located at East Chapel Hill and Holland streets, in the heart of downtown Durham, N. C., is planning to move to the suburban Lakewood Shopping Center. This was revealed with the announcement that its building has been purchased by the Home Savings and Loan Company, which said it plans to raze the structure and erect a new five-story office building on the site. The Center was constructed in the late 1930s and at the time was considered one of the most modern houses in the south. Home Savings and Loan said no time limit has been set for the Center to vacate the structure, but that it hopes to begin construction of the new office building within 12 months. The Center is expected to announce plans for its new facility soon.

## CHICAGO

Paintings by Yvonne Rose will be shown at the art gallery of the Evanston, Evanston, Ill., through July 29. . . . Joe Swedie, great friend and member of Variety Club of Illinois, is seriously ill in Presbyterian—St. Luke's hospital. Vic Bernstein, chief barker of Variety, mailed an S.O.S. to Variety members to contribute blood donations for Swedie. . . . Evanston theatre celebrated its 10th anniversary with the opening of "Seance on a Wet Afternoon." Les Stepner, manager-owner, purchased the house, which was formerly used as the Showcase. It was built in 1937 as a movie known as the Stadium. Stepner was formerly with the Jones, Lenick, and Schaefer chain as a press agent with 24 years of service. He also had been a vaudeville advance man. Among the unique features Stepner has put into effect at the Evanston are a fixed price policy; a help yourself coffee bar in the lobby, free to all patrons; an art gallery in the balcony foyer, displaying sculpture and paintings of new area artists; special Saturday matinees, featuring only movies approved for viewing by children; free use of umbrellas to patrons cars on rainy days and bags for wet galoshes; sight savers for cleaner glasses and a parcel checking service at the candy counter; and a placetrace service, making it possible for patrons to receive baby sitter calls by reporting their location in the theatre to an usher. . . . NCA board named Fred Niles Communications Center, Inc., Chicago, to produce a full color motion picture on candy for the association. When available, the film will be offered free of charge to theatres, schools, tv stations, and others.

## CINCINNATI

Keith Theatre, owned by Cincinnati Theatres, closes Sept. 6. The house, long known for its top vaudeville acts before movies arrived, will be used as a "garage and storage area" by the city until it is torn down as part of the development of the core area. On Sept. 1, Cincinnati Theatres takes over the Grand, another city landmark, operated for many years by RKO and before that known as the Grand Opera House. . . . The Valley Theatre went back 50 years in its festivities for the opening of 20th-Fox's "Those Magnificent Men in their Flying Machines." Kleig lights played on the doormen and parking-lot attendants who were dressed



as Keystone Kops and upon the numerous patrons who arrived in period clothes to participate in a costume contest. There was an antique-car motorcade to the theatre by owners dressed in period clothes. Costumed musicians, standing atop an antique fire engine and outfitted with old-time firemen's uniforms, entertained the lobby throng with music popular 50 years ago. Ray Schmertz, 20th-Fox district manager, and Manny Pearson, field representative, were present to enjoy a most imaginative opening.

## COLUMBUS, O.

Leroy Griffith has leased the East Side neighborhood, the Livingston, from Livingston Enterprises. The policy has been changed from conventional features to adult films and the theatre renamed the Gayety. . . . Mary Jose, theatre editor of the Star, and Jim McCafferty, assistant theatre editor of the Dispatch, attended the Hollywood party for "The Great Race." Miss Jose went on to New York for the premiere of "The Hallelujah Trail." Ben Hayes, Citizen-Journal columnist, attended the 20th-Fox party in New York. . . . Unprecedented array of \$150,000 in "free" entertainment at the 11-day Ohio State Fair here Aug. 27-Sept. 6 is complete. The star-crammed parade of talent is expected to cause strong competition for local theatres. The list includes Andy Williams, Mike Douglas Show with Brenda Lee and other acts, Johnny Desmond in "Bye, Bye Birdie," Donald O'Connor and the Hollywood Palace show, Jimmy Dean, Dick Clark Show, Hullabaloo with John Rivers and Johnny Tillitson, and the Cleveland Summer Orchestra. Admission to these shows is without additional charge to holders of \$1 general admission tickets (25 cents for children). . . . Nationally famed Mt. Vernon, Ohio, Drum and Bugle Corps appeared in a street performance at the central Ohio premiere of "The Hallelujah Trail" at the Grand Cinerama.

## DALLAS

"The Sound of Music" is now in its third month at the Inwood and has added daily matinee showings. . . . There is a special smoking area in the auditorium of Interstate's new Westwood at Richardson. . . . Dallas was one of five cities visited by producer Joe Levine, who brought with him a copy of "Harlow." . . . Jack E. Leonard is scheduled to arrive for a personal appearance in Dallas on July 12 at the Music Box. He comes here from Miami where he completed filming scenes in a film with Brian Donlevy and Phyllis Diller. . . . Joseph Friedman, advertising director for Paramount, was in the city with producer Joe Levine. . . . Bernard Brager, manager of the Paramount exchange, was surprised by his employees on his birthday with an early morning coffee and birthday cake party. . . . Bob O'Donnell, president of General Films Distribution Corp., is currently on a trip to the west coast where he will negotiate for new product. . . . Harry McCartney, Stanley Warner of Texas, has been appointed convention chairman of the 1966 meeting here of the Texas D-I Theatre Owners Association, which is to be held on Feb. 1 through 3 at the Statler Hilton Hotel, according to Earl Podolnick, president of the organization. . . . Alton Sims, Rowley United Theatres, has been named chairman for the annual golf tournament sponsored by the Dallas Variety Club to be held on Sept. 27 at the Glen Lakes Country Club. . . . Services were held here for Russell I. Brown, Sr., 77. He was a film salesman for many years and was the father of Russell I. Brown, Jr., present Universal



Geraldine Fitzgerald, who was in Atlantic, City, N. J., recently for the premiere of Allied Artists-Landau's "The Pawnbroker," was made an honorary lifeguard of the A. C. Beach Patrol. From left to right are Jack Karp, president, A. C. Chamber of Commerce; Miss Fitzgerald; Commissioner Richard Jackson; and Charles Tannenbaum, owner, Charles Theatre.

exchange manager in Seattle. . . . The Arcadia, operated by Betty Groenendyke, was featured in a local newspaper when it began its summer series of matinees.

## DENVER

The Goodhand, Kimball, Nebr., is being closed for several weeks by manager Virgil Stahley for a remodeling job. . . . Hugh Rennie, 82, former film salesman and branch manager for 20th Century-Fox here, who retired several years ago, died. He is survived by his widow, a daughter, and three grandchildren. Mrs. Rennie is moving to San Antonio to be near her daughter and grandchildren. . . . Western Service and Supply Co. installed new Knoxville custom draperies and a new Hurley vynaplastic screen and silicon rectifiers at the Cover, Fort Morgan, Colo. . . . Howard Campbell, Westland Theatres, Colorado Springs, was forced to spend the night in his car during the recent Colorado flood as bridges were washed out fore and aft. He was lifted out of the area by helicopter the next day. . . . Some of the cast of "Ski Party," in Denver making personal appearances in connection with the film's opening, were guests of the Rocky Mountain Motion Picture Association monthly luncheon. Murray Gerson, American International's Denver office, introduced the stars. . . . Bob Sweeten, managing director of the newly remodeled International 70 here, had a capacity crowd for the opening of its first Cinerama film, "Hallelujah Trail." Picture is on a reserved seat basis and a long run is anticipated by Ed Shapiro, Beacon Theatres executive who was in the city supervising the theatre remodeling.

## DETROIT

In Detroit was Lee Remick as her own advance man for the showing of "Hallelujah Trail," the Cinerama comedy which opens July 20 at the Summit. . . . A busy pair was Dwayne Hickman and Deborah Walley. They not only held press conferences, appeared on tv programs, but made a personal appearance at each of the 18 drive-ins and theatres which opened the multiple run of AIP's "Ski Party" in four days.

## HOUSTON

Jim Hutton, one of the stars seen in "The Hallelujah Trail," appeared in person at the opening performance at the Windsor Cinerama. The opening performance was sponsored by radio station KIKK, with the proceeds going to Houston's All-City Youth Symphony's trip to Germany. . . . The

Thunderbird Twin D-I has been opened and is showing three features on each screen. There is also a free-vue. . . . Cinema I in Northline Shopping City has booked the road show engagement of "Those Magnificent Men In Their Flying Machines," scheduled to open July 15 with matinee at 2 p.m. and evening showings at 8:15 p.m. . . . The new Beatle movie is scheduled to arrive at Loew's State at about the same time the British singers appear here in person. The picture is slated to follow "What's New Pussycat," according to Homer McCallon, manager of Loew's State. The Beatles will appear in Houston in person on Aug. 19. . . . Producer Jules Levy and four of his stunt men may be in Houston on July 14 as a promotion in behalf of "The Glory Guys." The film was made in Durango, Mexico. . . . The Airline, Winkler, and Pasadena D-I's, operated by Stanley Warner of Texas, held a "Dusk-to-Dawn Movie Jamboree." . . . Late shows have been instituted at a number of theatres including a midnight ramble at the Rivoli; an "owl" show at the Iris; and late showings, with the feature starting at 11:45 p.m., at the Cinema I and II at Meyerland Plaza and Cinema II in Northline Shopping City. . . . The Bellaire is sponsoring a "Kiddie Show" on Saturday mornings from 11 a.m. to 1 p.m., with all seats at 35 cents. . . . "My Fair Lady" is now in its 34th week at the Tower as the longest running film in Houston. In second place is "The Sound of Music" now at the Alabama in its 14th week. . . . Ted Seman is the new manager of Cinema I and Cinema II, Northline Shopping City.

## JACKSONVILLE

The Lakeshore, suburban Lakeshore, is back in business as a double-feature house for family audiences under the management of Maurice Magnan. Leroy Griffith acquired the Lakeshore from Magnan in the latter part of May and attempted to turn it into a nudie house. Lakeshore residents petitioned against the new policy and Griffith withdrew. Reopening newspaper ads for the Lakeshore stated: "Mr. Magnan is back! Support and keep your neighborhood theatre a family theatre." . . . Weeki Wachee, famous inland entertainment complex operated by Florida State Theatres, has become the City of Weeki Wachee by an act of the Florida Legislature. The city government is in the hands of three commissioners: Jack Mahon, public relations director of the attraction; Thomas P. Brinzo, manager of the complex; and Frank Lones, manager of the Weeki Wachee Restaurant. The spring at Weeki Wachee and the surrounding acreage are owned by St. Petersburg, and the lease held by FST will expire in March of the year 2020. Publicist Mahon revealed that two television short subjects have recently been produced for the benefit of tv stations seeking to better their public image. The subjects are titled "The Littlest Mermaid" and "Don't Hold Your Breath." . . . Two Film Row junior executives chose June 28 as the day to make their entry into the world. A son was born to Richard Lewis, head booker at 20th-Fox, and Mrs. Lewis, and a son was also born to Dave Roper, Dominant Pictures manager, and Mrs. Roper. . . . Charles Smith, 85, died after a long period of illness. He had resided here in the St. Johns Apartments for the past five years with his son, Roy Smith, owner of the Roy Smith Co., a leading theatre supply firm. . . . Another recent local industry death was that of Mrs. Harry Chambers, wife of the veteran employee of the Florida Theatre Building.



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## MIAMI, FLA.

Labor problems threatened to halt Seven Arts-Paramount movie-making at Round Hill, Montego Bay in Jamaica, during the last week's shooting of "Oh, Dad, Poor Dad, Mama's Hung You in the Closet and I'm Feeling So Sad." A "slowdown" was staged by unskilled Jamaican workers, employed as helpers to key technicians on the set. The Jamaican representative of the Industrial Trade Union confronted associate producer Carter DeHaven and expressed his dissatisfaction with the wages paid the unskilled workers—who are actually unaffiliated with any union and were recruited and hired by an island firm which acts as a contractor to visiting film companies. However, twice as much footage was shot without the help of the local laborers when actors, clerical and executive workers of the company, friends, and bystanders pitched in to see that the sets were properly lighted and dressed and other jobs satisfactorily completed for director Richard Quine and stars Rosalind Russell, Robert Morse, and Hugh Griffith. . . . Walter J. Cunningham has been engaged as director of employee relations for Wometco Enterprises, Inc. . . . The Olympia Building site in downtown Miami was sold to a Miami Beach real estate investor for a reported \$800,000. The 40-year-old building, which houses the Olympia Theatre as well as offices of Florida State Theatres, is leased by the Paramount Corporation, which has 59 years remaining on a 99-year ground lease. . . . Paul Haggerty, Plaza, Hollywood, was first prize winner in Wometco's 1965 Summer Movie Club Advance Season Ticket Sales contest. Keith Hendee, Gateway, was winner of the \$100 tax paid prize for selling the greatest percentage of group sales over 50 per cent of any given Summer Movie Club theatre capacity, with \$731 in sales.

## MEMPHIS

Nevada, Prescott, Ark., suffered a fire and is being repaired. . . . Fordyce J. Kaiser, salesman for Allied Artists, is now branch manager for this firm in St. Louis. Kaiser, active in the local Variety Club since 1941, has served on the board of directors for 17 years. . . . After a six month run, "My Fair Lady," showing at Crosstown at road show

prices, left June 22. The following night, "Those Magnificent Men In Their Flying Machines" opened with a private showing. To create a turn-of-the-century atmosphere outside the theatre, there was a barbershop quartet singing, a strolling accordionist, and ushers costumed as Keystone Kops. Members of the Old Time Car Club arrived in period costumes driving their antique cars. Prices for "Magnificent Men" range from \$2.50 down to \$1.50. . . . "While 'Cleopatra' had a longer run at Crosstown, 'Fair Lady' had a better box office showing," states Carl Carter, Crosstown manager. "We were pleased with the results of both shows, and anticipate great returns from 'Magnificent Men.'" . . . The Guild has further remodeling. There is a new floor in the lobby, new coverings for the furniture, the entire house repainted, and new exit doors have been installed. The walkways to the house have urns holding shrubbery. William Kendall is manager. . . . Globe, Shaw, Miss., has suffered a severe fire. . . . Paramount, Helena, Ark., has closed for the summer. . . . Joe Keifer, Malco Theatres, was master of ceremonies for the WOMPI's annual installation and bosses banquet. Frank Owen, manager, Columbia, was selected as the Boss-of-the-Year. Lois Evans. Film Transit, went in as president; Mary Ann Bartlett, 20th Century-Fox, first vice-president; Lurlene Carothers, United Artists, second vice-president; Mary Catherine Baker, United Artists, recording secretary; Deltine Winters, Malco, corresponding secretary; and Jessie Ray Lucy, Malco, treasurer.

## NEW HAVEN-HARTFORD

Tom Sivo, Bushnell Memorial stage staff, has been elected secretary-treasurer, Local 484, IATSE of Hartford, succeeding Lew Mello, resigned. Dan DeBonee, Allyn stage manager, was reelected business agent. . . . Henry L. Needles, retired Warner Bros. Theatres Hartford district manager (he's over 80), beamingly attended Simmons College graduation of granddaughter Susan Needles, an economics major. Grandson Stanley Needles is entering Bates College in September. . . . Jimmy diCarli, son of Pete diCarli, Allyn projectionist, was back in town on paratroop leave. Young diCarli was recently in the Dominican Republic. . . . Stanley Warner will open its newest Connecticut theatre, a 1200-seat facility, in the rapidly-expanding Danbury Shopping Plaza, Danbury, Aug. 4, according to zone manager James M. Totman. Harold Lancaster, formerly with New England Theatres, Inc., the regional American Broadcasting Companies affiliate, in various managerial capacities, has joined SW as Danbury city manager, supervising the Palace and Empress. He succeeds John Scanlon, III, resigned. . . . Russ Newton, American Theatres Corporation Capitol, New London, Conn., manager, and his wife, Pattie, are grandparents for the first time as their eldest daughter, Mrs. Carol Wallach, gave birth to a baby boy.

## PHILADELPHIA

William J. Mansell, branch manager, Warner Brothers, held a kick-off meeting for the 1965-66 Will Rogers Hospital and O'Donnell Memorial Research Laboratories drive at the Universal Screening Room. . . . 20th Century-Fox crashed the local Independence Day celebration with antique planes, replicas of those seen in "Those Magnificent Men In Their Flying Machines," Trans-Lux, which were seen both at Independence Mall and in the Festival of Fountains parade. . . . Sam Venus is now managing William Goldberg's Studio.

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# PHYSICAL THEATRE ● EXTRA PROFITS



**COVER PHOTO** • Interior boxoffice of the Ballantyne-equipped Bradlick Theatre, Springfield, Va., a Broumas house, forms an attractive divider between the entrance and the lounge, decorated with drapes, chandelier, and Mohawk carpet.

Volume 20

Number 7

July 14, 1965

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*



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## Editorial

### Times Change, For Some!

IN THE TWILIGHT OF THE 'TWENTIES, few things were hotter than the Talkies. Booking prices shot up to three and four times the going rate for silents, and, when \$25 a week was a living wage, a price tag of \$3-4,000 for one of the "new" sound reproducers must have seemed like the outer limits for equipment expenditures.

These cantankerous devices, many of which resembled squat metal boudoir chairs heavy enough to anchor the Queen Mary, at first required the services of one or two additional booth men, a scorer, a barker located in the auditorium with megaphone to take over when the sound reproducer went out, and a legman, since early sound had to be controlled from the auditorium. The owner of a "wired" theatre also found that the public had come to expect live music at the better theatre, so he had to retain his house organist.

Theatre staffs were, in those early days, enormous when compared with today's requirements. Many a large theatre had from 30 to upwards of a hundred persons (in the big palaces) on the payroll. In a brief 30-year period, technology has radically altered personnel requirements. In many a theatre, the patron comes in contact with only three, four, or five staffers. The cashier has yet to be challenged by automation, but theatres we have visited using an automatic turnstile, which eliminates the ticket taker, have had only a concession stand worker on station in the lobby area. Old standards of one usher per so many persons have largely been abandoned, with the exception of downtown first-runs.

This may be due, in part, to the fact that so many of our newer theatres are located in semi-urban areas where patron conduct is less a problem. Whatever the reason, it is important to point out that, though a theatre may function on a much smaller staff, it has become tremendously important to avoid an "unattended" look.

Housekeeping standards set by newer theatres are quite good when compared with most public facilities where traffic is high. In the theatres patronized regularly by this observer, the appreciable litter of popcorn, containers and candy boxes, ice cream wrappers, etc., that materialized as the house lights went up in earlier years, has pretty much disappeared.

Marked walls, torn seats, and other types of vandalism previously encountered also appear to have eased up to the point of disappearance. This might be due to the quality of furnishings in the theatres put up in the past 10 years. With an atmosphere suggestive of home, prospective litterers and thoughtless persons are likely to be more conscious of their behavior.

Of course, some theatres are still living in the 'Thirties and hoping to get by. Modern habits, as with expressway driving and turnpike speeds, make the risk of operating these outdated situations as hazardous as venturing out on the roads with an auto that should have been retired years ago.

The rules of the road state that if you can't keep up with the traffic, stay off the modern highways. In business, it boils down to the same notion of keeping up or being passed by.

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Al deProspero, editor

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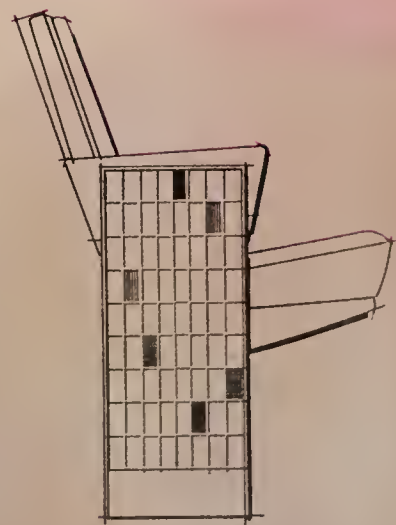


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# Service Standards

■ Motion picture exhibitors offering entertainment to the public must be strongly conscious that their's is a service industry totally dependent on the continued patronage of all types of persons. As in other such enterprises, the high service standards needed to accomplish this depend on the constant exercise of sound judgment by management at all levels.

No exhibitor can afford the loss of good will suffered when service standards fall beneath what the public has come to expect. He must constantly gauge the impact of his building and staff on the paying patron, though, as a public facility, his operation is faced with the headaches of a highly trafficked building.

All of the patron's impressions must work to create in him a consciousness that his needs are important to the theatre operator. If the impression builds in your patron's mind that "nobody cares"—repeat trade will suffer and you offer your competition a chance to woo away trade.

On the other hand, no better business builder exists than making the patron service conscious in a positive way. For this reason, each operator must impress upon the staff that winning the public is a year-round effort.

The particular patron, and we have all had some experience with them, might visit a theatre or restaurant a dozen times or more before that fatal encounter with a dirty fork or messy rest room. The "once," in this case, is grounds for loss of the critical individual's patronage forevermore.

The factors that will insure adequate patron comfort and convenience must be established during the planning stages of theatre construction and management. Both construction and decorator materials should always be selected with an eye towards long range maintenance.

Most important are such considerations as floor coverings in the high-traffic areas, wall coverings in the rest rooms, and layout of the concessions operation. A dirty floor and poorly maintained rest rooms are the two most obvious offenders in public buildings and both require daily attention if you expect to cultivate the modern patron.

Another basic consideration is a theatre chair that you yourself could sit in for two or three hours without serious discomfort. Even the finest projection and sound loses its impact if the patron is subjected to the

ordeal of an uncomfortable seat.

The trend today is towards the stadium type auditorium with sufficient pitch to allow good sight lines from all sections of the auditorium.

While it should be kept in mind that the theatre proper, the picture on the screen and the sound your patron hears are integral parts of the service you offer, the personnel stationed in the theatre to assist the patron are also vital factors in keeping service standards high. Originally, the service staffs of all but the smallest theatres included manager, assistant manager, projectionists, cashiers, door-men and ticket takers, concession stand workers and ushers.

All but a few of the persons connected with the theatre such as the projectionists, bookers,

## PHYSICAL THEATRE

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or exploitation staff, have direct contact with the patrons.

A well-trained staff working in conjunction with traffic control devices will go a long way in making seating and show breaks a smooth affair. At busier theatres, an usher should always be available at the "split-off" point where those desiring to make purchases at the concession stand or stops at the rest rooms before the show break can be routed to their destinations. A milling crowd in the lobby area can prevent patrons from using the theatre's facilities and encourages unruly behavior.

Where small staffs are kept, auditorium lighting, and, consequently, screen lighting levels, must be increased to assure safe movement during the show. While the patron is out of the auditorium for only a short time during the show, he is invariably in a hurry and becomes irritated by even the smallest delays at this time.

For this reason, quick, courteous service at the concession stand is a must. If your workers are trying to push special items or

large sizes, instruct them to get in the "large?" as soon as the item is requested. Stand help should know the price line forwards and backwards, as hesitation when asked to give the price of a large popcorn or drink can cost you sales.

It is a sound practice to team up experienced staffers with newcomers whenever possible. If you have to put inexperienced ushers or ramp attendants on duty with a weekend crowd, step up spot checks and be sure to make your whereabouts known so you can be contacted immediately. A 16 or 18-year-old usher cannot be expected to handle unruly patrons or other special problems without your assistance.

It is advisable to establish some type of training program for all new employees. During the important first weeks, review the new staffer's work record in his or her presence. High turnover of employees, especially in key spots such as the ticket office and concession stand, can cost you more than the comparative inefficiency of the newcomer. With younger help, try to take into account that they are likely to have their mind on everything but their work—are keenly responsible to a work atmosphere that is friendly and somewhat flexible—respond best to firm, **not over-hard**, supervision. You will probably get their best efforts by throwing as much responsibility as is practical in their laps and in general, treating them as adults.

We cannot emphasize too strongly that spotless restrooms are a tremendous asset to any entertainment facility. Daily cleaning of wash basins, floor, toilets, urinals, and spot cleaning of walls, mirrors and other surfaces is required. Waste receptacles, tissue holders and soap dispensers should also be attended to on a daily basis. Often, a carefully maintained rest room in combination with a small but conspicuously posted sign asking patrons to be considerate of others will help reduce the problem of litter and other abuse.

The overall condition of a theatre, notably its day-in day-out maintenance, has as much to do with the success of the operation as the most lavish campaigns behind the product shown. It is the first responsibility of the manager to look out for his patron's comfort and safety. A good housekeeping program rigorously enforced, together with a well-trained staff are the prerequisites that will make this possible.



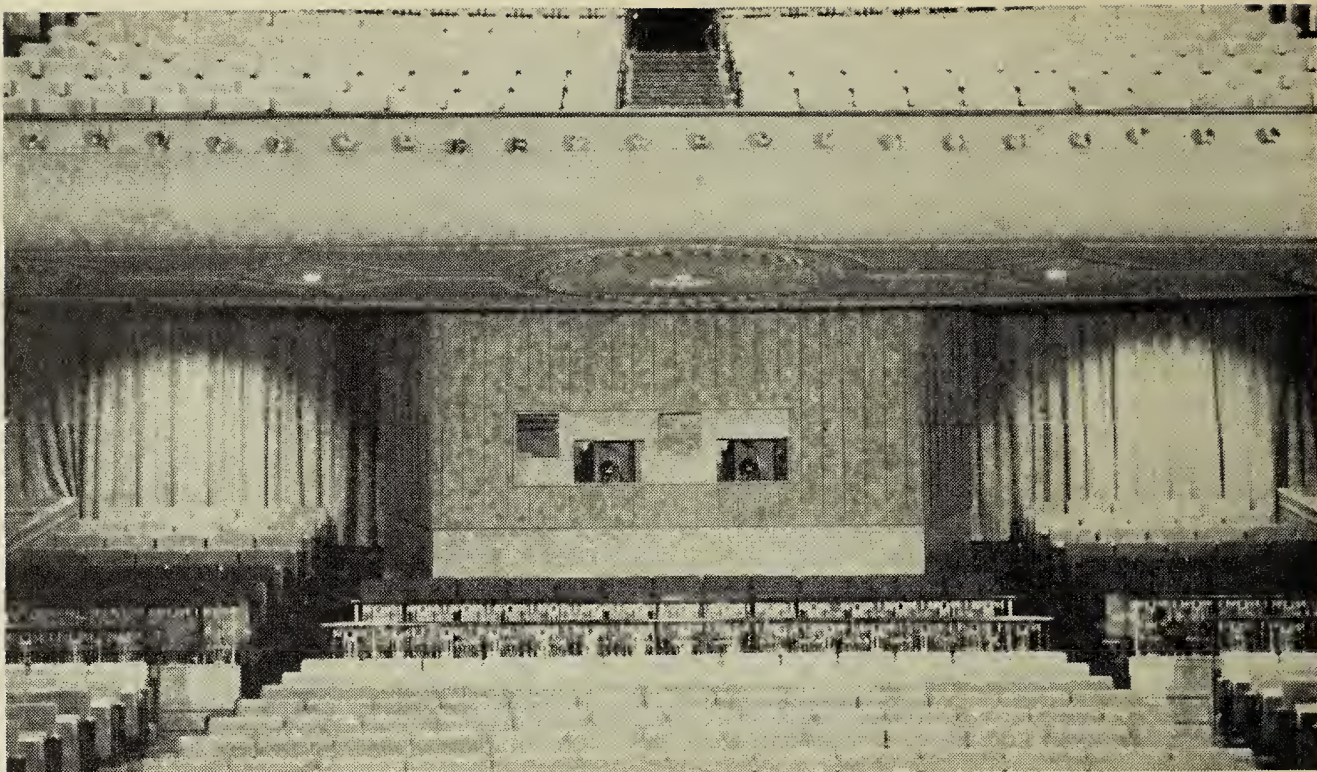
A well-lit lobby area and a traffic control system that keeps theatregoers moving freely and comfortably are a must.



Here is a concession area built with customer convenience in mind. Tasteful decoration and space are evident.



# DETROIT LEGIT GETS CINERAMA TREATMENT



The new projection booth was built on the stadium level of the main floor. The projectors are equipped to show Cinerama, 35 and 70 mm.

LIFE ONCE AGAIN flows through the former Cass, which has been transformed into the Summit Cinerama by operator Sheldon Smerling, Beacon Enterprises, through a transfusion of more than a quarter of a million dollars.

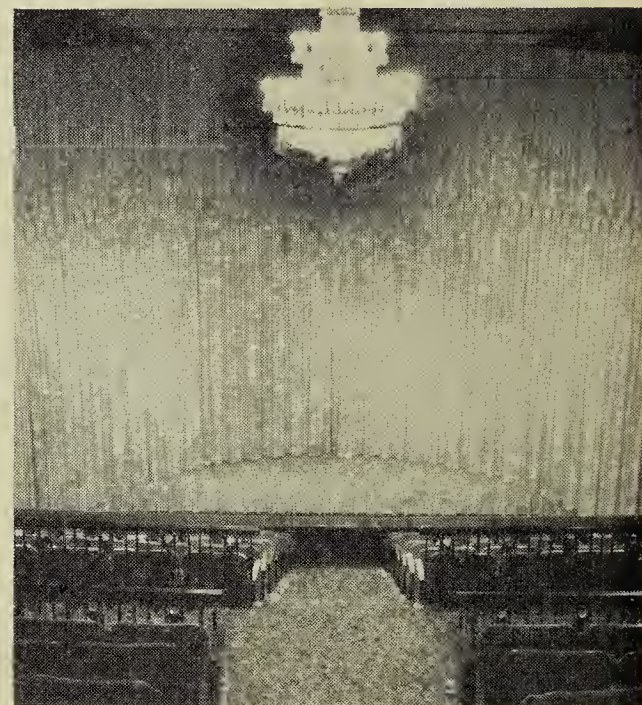
The old legitimate house becomes the second Cinerama installation in Detroit. The other is the Music Hall, also a Smerling operation. Other houses in the Cinerama circuit are the Claridge, Montclair, N. J.; the Boston, Boston, Mass.; the Imperial, Montreal, Canada; the McVickers, Todd and Cinestage, Chicago, Ill.; the Orpheum, San Francisco, Calif.; and the Warner, Fresno, Calif.

"Cinerama Circus World" is the attraction to play the Summit since conversion from legitimate to motion pictures.

Architect was Drew Eberson of New York City; general contractor, K & C Associates of Detroit; electrical contractor, Van Norman Electric of Detroit; marquee built and erected by General Electric Sign Company of Detroit; and concession stands built by J. Forbes, Inc., of Oak Park, Mich.



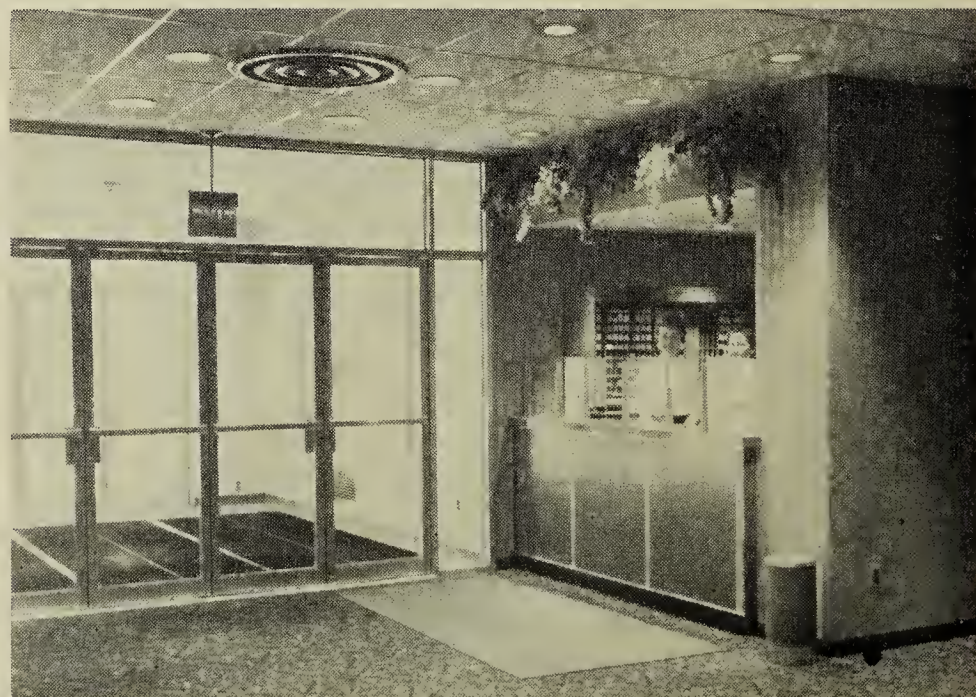
"Summit Theater" is constructed of red jewelite mounted on white plexiglass. The exterior walls are of Calacata D'Oro Marble, and frames are specially made of anodized aluminum. All steps are dex-o-tex terrazzo.



The auditorium has been resealed to accommodate 1,054 patrons. Material drapes all walls, and the color is watermelon, as is that of the seats. The magnificent chandelier, a highlight of the Cass, was retained.



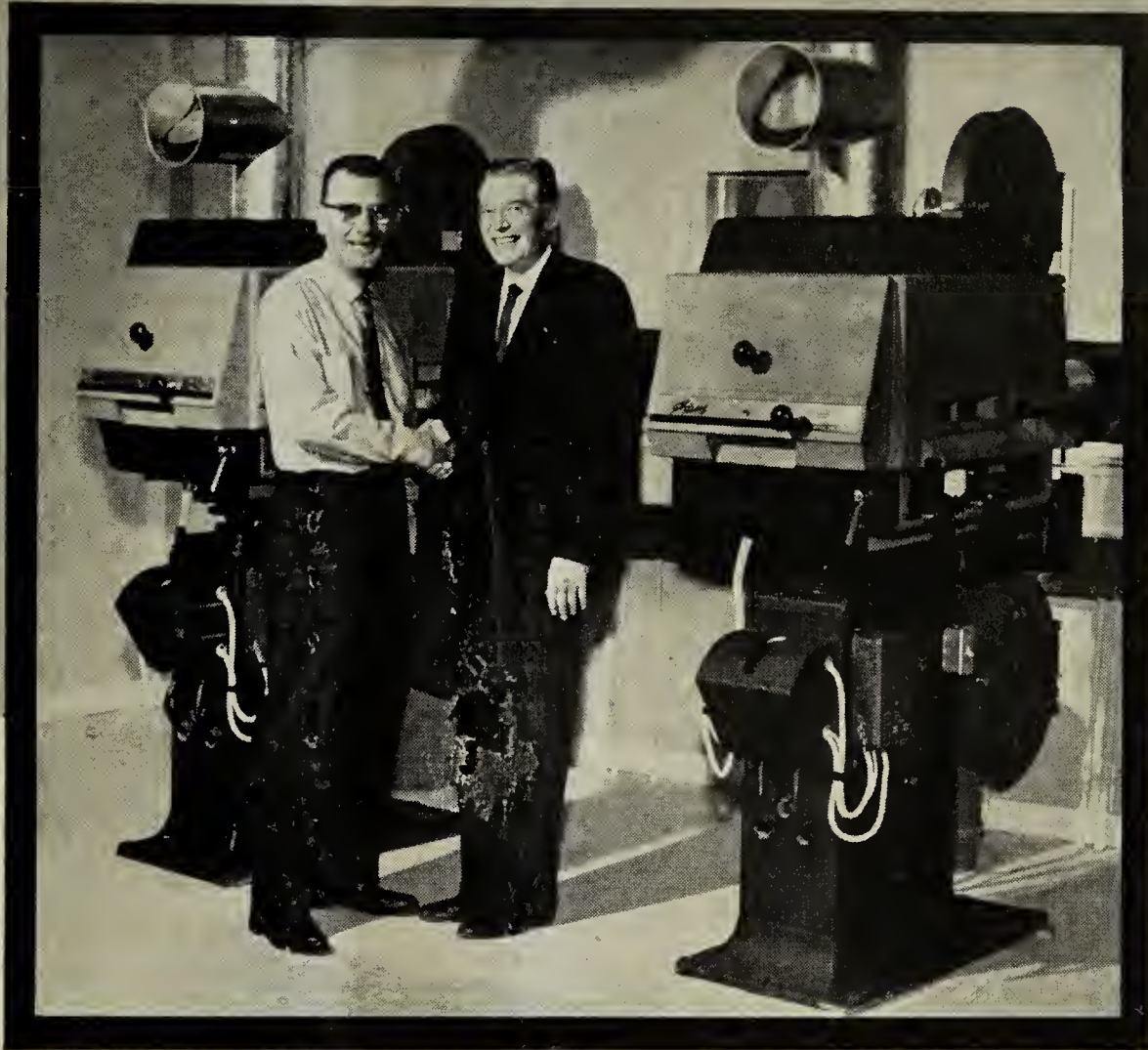
The ceiling was lowered in both vestibule and lobby. A red carpet with a black and gold pattern was laid. Walnut paneling was retained from the Cass and refinished. The new concession area is constructed of walnut formica.



Boxoffice and ticket racks are of wood veneer and walnut formica. Ticket racks operate on a counterweight system, and six weeks of reserve seats can be put on sale at the boxoffice at the same time for added efficiency.



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# EXTRA PROFITS

Al deProspero, editor

July 14, 1965

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

## BUILT-IN MERCHANDISING POWER

IT WAS DEMONSTRATED emphatically by the close of World War II that the motion picture theatre operator could substantially increase service to patrons while adding important revenues to the concessions gross by the use of coin operated vending machines. This source of subsidiary income has become an important and standard addition to the theatre's concession sales for several reasons.

A primary consideration is the fact that machines need little attention after loading. With smaller concession stand staffs, operators who close their stands early find the machines will deliver returns from otherwise lost sales.

An additional reason for the widespread adoption of vending units is their proven ability to sell with built-in merchandising power. In physical appearance only, vending machines have undergone extensive redesign on a continual basis since first introduced to the American buying public.

Considering the increased popularity of cup vended drinks, we find the important development of the automatic crushed ice equipment found in many of today's units responsible for stimulating unit sales. These units not only insure an adequately cold drink, but add considerably to the merchandising punch of the product. During warm weather, just the word "Ice," dramatized by built-in illumination, works to sell the thirsty patron.

With automatic ice makers, current dispensing equipment provides a remarkably

compact facility which can refrigerate, carbonate, mix and deliver an iced drink nearly as fast as coins can be deposited in the machine. When installed in the popular, flush-mounted manner, the units can do much to back up stand sales during peak periods and capture that formerly lost off-period business.

The variety of products adaptable to machine vending has increased significantly each year to the point where anything from combs and perfume to a complete dinner can be had from a vend unit. With favorable commission arrangements, the theatre operator may find his vend sales can do much to up his all-important concessions profits.

Replacement of outdated equipment is taken as seriously by the vending interests as by the site owner. Annual replacement figures show that many units still perfectly serviceable are shifted to lower volume situations to give the operator the advantages of newly developed cabinet styles alone.

Complementary units designed for "bank" installations let the theatremen provide his patrons with a wide variety of bar goods, drinks, and novelty items or cigarettes. Location of vending machines is best determined by analysis of traffic movement within the theatre. Obviously, a high traffic location such as the lobby, foyer, or lounge is a prerequisite. The vending machines built into many of today's theatres comprise an additional concessions area located away from the

main stand. The psychology behind this varies, and may take into account the aversion of many persons for a crowded area.

Drink units have traditionally done well on the balcony levels where auxiliary lounge areas are not served by the central concessions stand. Many operators will place the drinking fountain and vend units close to each other and on the opposite side of the lobby from the main stand. The exact location of the vending machines, however, will depend on the judgment of the theatremen.

Practically every item sold at the concession stand, including a variety of candies and confections, peanuts, popcorn, ice cream, drinks, and others have proven suitable for vend applications. The same guidelines that govern line selection for the concession stand might apply to the question of what to carry in your machines. The vending concessionaire will probably be in a better position to determine the items in demand.

Maintenance of vending machines is a job for trained servicemen, though difficulties with coin rejectors on occasion mean the theatremen should be able to clear the mechanism and attend to refunds. The exterior surface, especially of drink machines, should be kept as clean as your concession stand counter. Deposits of syrup in the cup drop area and spilled matter around the machine will discourage patrons.

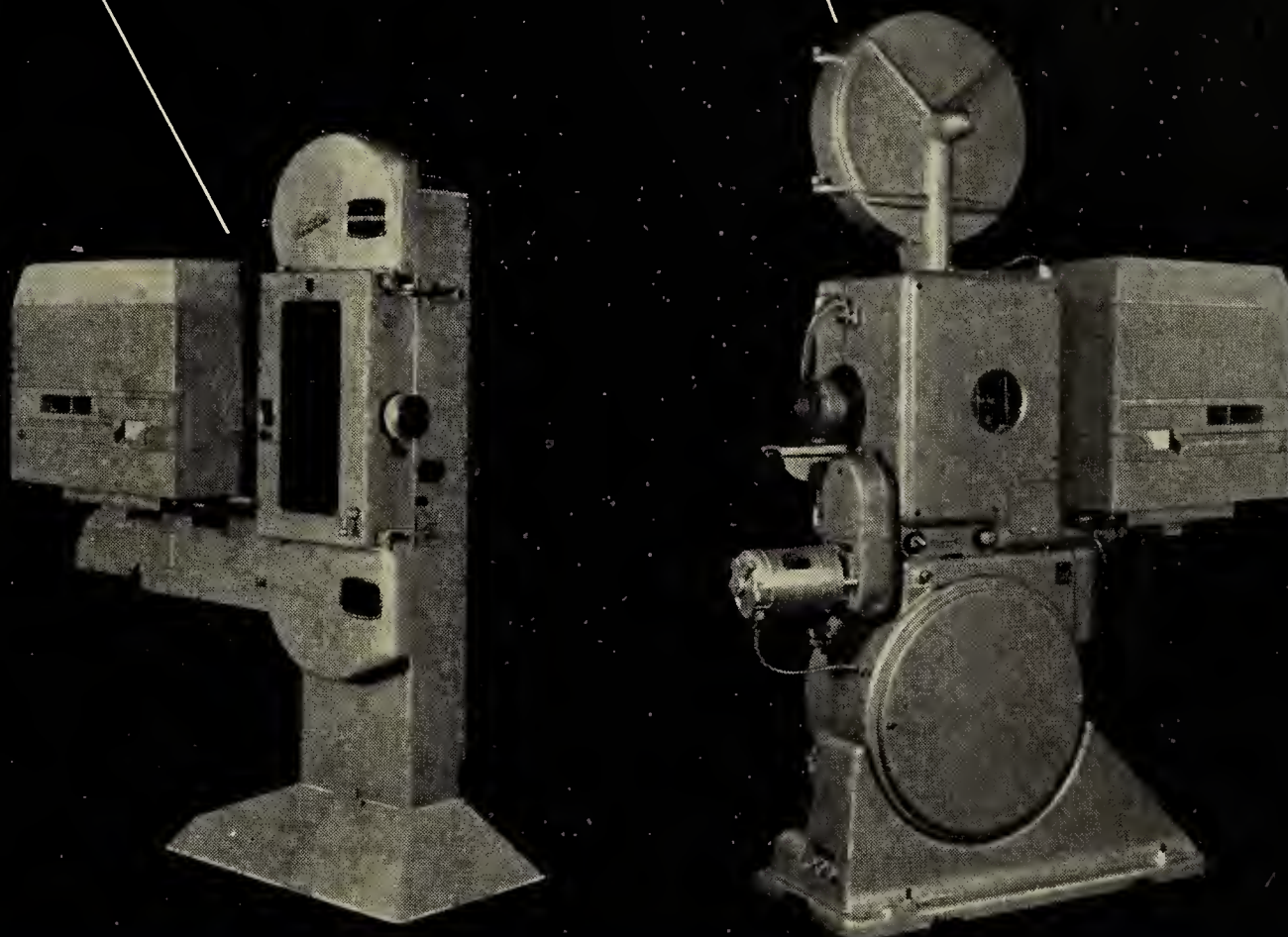
VENDO'S SNACK, COLD DRINK, AND CANDY MACHINES TYPIFY AVAILABLE EQUIPMENT.





**"I've got what it takes to keep  
theatres modern for years to come."**

**"Not all theatres, darling.  
Small ones go for my type."**



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Pick the Norelco AAll 70/35mm and you have ideal projection for *most* theatres. Rugged. Flexible. A system that will be as modern tomorrow as it is today because it handles *both* 70mm and 35mm. That gives you all the impact and brilliance of 70mm films for not much more than 35mm. And that converts to 35mm in just four minutes flat.

Pick the Norelco FP20 35mm and you have a system especially suitable for moderate size theatres. One that saves money—yet is a mechanism as advanced and reliable as its big brother.

Whichever Norelco projector you choose—70/35mm or 35mm—you're getting a system built to last. A system as modern as Norelco engineering can make it. And that's about as modern as you can get.



**NORTH AMERICAN PHILIPS COMPANY, INC. 100 EAST 42ND STREET, NEW YORK, N.Y. 10017**



# Vending - And The New Coins

■ Changes in the metal content of coins, because of decreasing silver supplies, could vitally affect existing vending machine coin mechanisms.

Any changes in the metal content of U. S. coins which would affect the operation of vending machines would have a direct impact on the public, as well as on food and refreshment services in most of America's business and institutional establishments.

The coin mechanisms in present-day vending machines are a far cry from the primitive coin receptacles of earlier days. As the consumer's preference for vending machines increased, improved means had to be found to handle a large volume and variety of coins, to make change automatically, and to separate foreign or damaged coins and slugs.

To do this job, most vending machines are equipped with a sophisticated coin-testing device. A little larger than a paperback book, it operates like a finely adjusted watch.

Its function is to separated coins by denomination (5¢, 10¢, 25¢, and 50¢) and to reject damaged, foreign, or spurious coins. An additional mechanism is used in vending machines which automatically give change for dimes or quarters.

Of the 4.5 million vending machines in use, an estimated 3.3 million machines are equipped with these coin mechanisms. So are approximately 470,000 music machines and 250,000 wall-type coin changers. Thus, more than 4 million of these coin mechanisms—although invisible inside the machine—are on the job around the clock, testing the consumer's coins and "authorizing" the machine to furnish him goods or services.

This mechanism puts the coin through two major series of tests in less than one second. In the first tests the coin is examined for its conformity to the proper diameter, thickness, and surface conditions.

The coin is then tested for its electrical resistivity and density. The metallic composition of the coin determines its actions and reactions during its sequence. Testing of the metallic content is based on the application of the so-called "eddy current principle," which measures the resistivity of the coin as it passes through a magnetic field. If the coin fails any of these different tests, for whatever reason, it is diverted back to the customer. If it passes all of them, it either sets the machine in action or it is held until enough coins are added to equal the stated purchase price.

Coin mechanisms now in use in this country would also work with coins which have substantially the same properties of resistivity and density. Significant alteration in the metallic properties of dimes, quarters and half dollars would necessitate fundamental changes in the more than 4 million coin mechanisms now in use.

Retention of some silver content, which now appears unlikely, or a change to an alloy or laminated metal with compatible resistivity and specific gravity qualities would allow problem-free operation of existing mechanisms, without any inconvenience to the consuming public.

Any change to a noncompatible metal, however, entails serious problems of acceptance on the part of the American public, as well as operational havoc for the many indus-

tries which rely on vending machines for employee services. Insertion of an "old" dime in a vending machine, for example, would produce merchandise as before, whereas the "new" coin would simply be returned to the customer, as if it were a counterfeit or slung. Automatic vending cafeterias would virtually be out of operation, thus disrupting work and

About 25 per cent of all nickel and dime candy bars, 20 per cent of away-from-home soft drink sales, 16 per cent of cigarettes, \$250,000,000 worth of coffee, more than 6.5 billion drinking cups and milk containers — these are typical illustrations of the annual retails sales through vending machines in 1964. Vended sales are "plus" sales and would in

## Silverless Quarters, Dimes OKd in Senate

*From Our Wire Services*

WASHINGTON, June 24.—The Senate, spurning the pleas of Western Senators, voted Thursday for a historic change in the Nation's coinage that would remove all silver from dimes and quarters.

It passed, 74 to 9, and sent to the House, a bill requested by President Johnson to eliminate silver from the smaller coins and reduce it from 90 to 40 percent in half dollars.

The legislation was requested to help avert a national silver shortage.

The Senate action Thursday coincided with a flurry of Congressional activity that pro-

Mr. Johnson's bill to create a new cabinet department of housing and urban development.

—Senate and House negotiators have ended a two-month stalemate by reaching agreement on a proposed constitutional amendment dealing with Presidential disability and succession.

—The Senate completed congressional approval of an admin-

activity because no other means of furnishing the service to employees is available.

The problem of converting more than 4 million coin mechanisms in a short time also represents a phenomenal task.

Current production capacity of coin mechanism manufacturers is geared to new vending machine production of not more than 300,000 machines per year. A ten-fold increase of production would be required. In addition, the actual replacement of coin units in machines on location would require many months, even if the new units were available immediately.

### IMPORTANT

EDITOR'S NOTE: Advices reaching this desk indicate that President Lyndon B. Johnson's recommendation that any change in coin content should not interfere with the present coin mechanisms in vending machines is expected to receive consideration by legislators and support of officials of the U. S. Treasury Department.

The magnitude of the vending business in this country makes this an important consideration.

large measure be lost to the product manufacturers if a shutdown of vending equipment resulted from a change in coinage.

More than 80,000 persons are directly employed by vending machine operators and manufacturers, not counting more than 300,000 additional persons whose employment derives from supplying the products and services required by vending companies. Disruption of vending machine operation could lead to dislocation and unemployment of a significant percentage of these wage earners.

Practical solutions for "compatible" coins have been specified through a Technical Committee on Coinage of the National Automatic Merchandising Association, in consultation with officials of the U. S. Treasury department.

Characteristics which determine whether coins made of substitute alloys or laminates will react within the coin mechanism in the same manner as present silver coins include lectrcal and density properties, magnetic properties, diameter and thickness, weight, wear qualities and milling requirements.

If dimes, quarters, and half dollars were changed to a "noncompatible" alloy, coin mechanisms in an estimated 3.3 million vending machines and 720,000 other coin units would have to be rebuilt or replaced, which could cost from \$42,900,000 to \$115,500,000. (This does not include comparable figures for 720,000 music machines and wall-type coin changers.)



# THEATRE CIRCUIT CHANGES TO COKE<sup>TRADE-MARK®</sup> AND SOFT DRINK SALES CLIMB 25%

**"Star" at the  
refreshment counter**



A foremost New York theatre circuit\* recently changed to Coca-Cola at its refreshment counters.

Announcing the powerful results, the Circuit reports: "During the summer for . . . 9 weeks . . . as compared to the same period last year . . . our counter drink sales increased \$3100 over last year or 25% . . . The figures reflect that Coca-Cola has had a great effect upon increasing counter drink sales for our theatres."

The Circuit added, "... our . . . sales per patron reached a

new high . . . Since we started to use Coca-Cola, our sales per patron increased 2.5 cents . . ."

Have you discovered what this theatre circuit has?

Coca-Cola, the world's best selling soft drink, can increase your soft drink sales, too . . . plus help sell other snack items.

Coke wins an 'Oscar' every year for outstanding sales performance at refreshment stands.

And you know what an 'Oscar' can do for box-office receipts.

To book Coke for your theatre, just call your local Coca-Cola

Representative. \*unsolicited testimonial from our files



We Keep a Scrapbook, too.



## \$30,000 Spruce-Up For Durwood Empire



Carefree elegance sets the tone of Durwood's Empire Theatre in Kansas City. This view, looking toward front entrance to main lobby, demonstrates how use of clever design can make concessions area a pleasing part of the decor. Blue and Gold color scheme of the lobby is accented with touches of white.

KANSAS CITY—Durwood Theatres' policy of keeping its showcases in top condition was aptly illustrated by the circuit's just completed refurbishment of the Empire Theatre here.

The \$30,000 project came soon after a solid year's run of "It's a Mad, Mad, Mad, Mad World," and was completed in time for the

opening of "The Greatest Story Ever Told." According to Stanley H. Durwood, president, the project was one of improvement for the theatre, which underwent major remodeling both inside and out little more than three years ago.

A look of increased elegance has been achieved at the outside entrance, in the gen-

erous lobby, the foyer, the restrooms and the upstairs mezzanine. This elegance is nowhere more in evidence than in the lobby, with its gold and royal blue color scheme carried out in the carpeting, wall hangings, ceiling and decorations. Gold "Empire" medallions inserted in the carpeting give the effect of small area rugs.

Specially loomed by Alexander Smith for the Empire, the carpeting accounts for \$12,000 of the revitalization and replaces carpeting similar in design but only three years old—an excellent example of the Durwood policy of renewing theatre furnishings before any hint of shabbiness sets in.

The huge traveler and front hangings in the auditorium, as well as wall hangings in the lobby and foyer, were cleaned and dyed. Seats on the main floor were painted as another step in the renewal program.

Sets of metal crown and spear decorations, which had been on the outside of exit door leading to Fourteenth Street, were remounted on the inside of the doors, enhancing the effect found in the lobby.

Kenneth Lang, supervisor of construction and maintenance, is particularly proud of the new gold-sequined floor in the downstairs powder room, the effect achieved by the use of an epoxy resin. "The gold floor has turned out to be quite a conversation piece among our lady patrons," he said. Carpeting was renewed in the upstairs ladies restroom.

A new concessions stand in the upstairs lobby is increasing the volume of concessions business and proving convenient to patrons. The new stand is tied-in with the main floor concessions area by use of a similarly striped canopy. It serves cold drinks, popcorn and candy, thus easing some of the peak load from the main stand.

Arrangements of artificial flowers and foliage were also replaced, with the new flowers in colors chosen to set off the gold and blue. Patrons get a "red carpet" welcome with the installation of a carpet streamer around the island boxoffice in the outer lobby. The box-office itself is enhanced with a valance and canopy, and a new valance has been installed around the perimeter of the marquee.

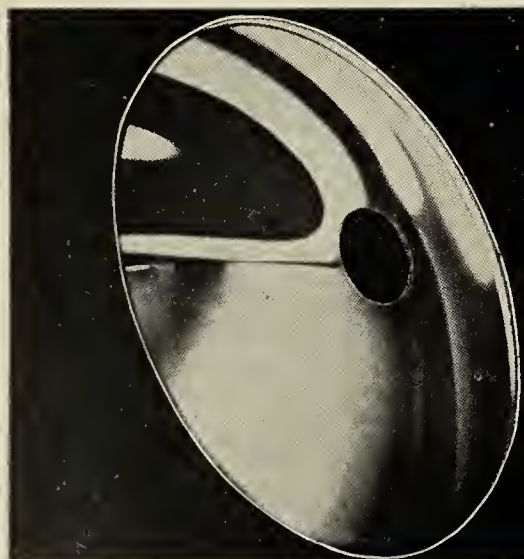
It is pointed out by Ralph Buhrmester, Empire manager, that while these changes are the major steps in the Empire project, many smaller phases of refurbishing were carried out to complete the job.

### Joan Crawford Again Pepsi-Cola Director

WILMINGTON, Del.—At the recent annual meeting here, stockholders were informed that Joan Crawford was to become a director of the newly formed Pepsi-Cola Company, subsidiary of PepsiCo, Inc., created with the merger of Frito-Lay and the former Pepsi-Cola Company of which she had been a director since the 1959 death of her husband Alfred N. Steele.

MOTION PICTURE EXHIBITOR, reporting in the June 23 issue that she was not a candidate for re-election to the board, was referring to the new parent company and not the new subsidiary.

Herbert L. Barnet, chairman, said the change in Miss Crawford's status should not be considered a "demotion" as it was described by stockholder Lewis D. Gilbert. Barnet declared Miss Crawford's "undivided attention" was wanted for Pepsi and "we are a little selfish about that." Gilbert urged a woman be named to the parent company's board and said Miss Crawford was the logical choice.



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# Indoor For East Anaheim, Cal.

HOLLYWOOD — Construction will begin this August on a new 950 seat deluxe theatre in East Anaheim, California. It will mark the first theatre ever built in East Anaheim and the eighth to be completed or announced for construction in Orange County so far this year. Opening is set for Christmas Day.

Continental Theatres, Inc., Los Angeles based independent, will operate the house on a long term lease basis from Forest Lawn Mortgage and Investment Co. of Glendale. Plans call for the theatre to be located in the already existing and expanding East Anaheim Center, a large community 34 store shopping complex at Lincoln and State College Blvds.

Austin Eddy, vice-president and manager of Forest Lawn Mortgage and Investment, concluded leasing arrangements this week with Sam K. Decker, real estate topper for Continental, headed by Shan V. Sayles and Alx Cooperman.

Eddy expressed confidence in the current movie theatre building boom. He said new theatres, like new houses, new highways and new business are an indication of growth and prosperity. In his opinion, nothing could be more meaningful in measuring the health

of the economy than the increased rate of theatre construction, not only in America but all over the world.

As yet unnamed, the theatre will feature adjustable seats, the latest in sound and projection equipment, murals by Southland artists, and climate controlled no-draft air conditioning. Design motif will be contemporary.

One of the most unusual features of the new theatre will be the manner in which its placement has been designed to stimulate foot-traffic within the shopping center. It will be surrounded by a 1,550 car parking area and a mall, which will in turn border on three sides by retail stores.

"Just the showing of a movie is no longer enough," Sayles said. "The public loves to be pampered and the new theatres are doing a beautiful job of it. All the luxuries they offer in atmosphere, decor, and design are psychologically related to the whole scheme—the scheme being to give the public an extraordinarily pleasant form of escapism in every phase of movie-going."

Cost of the building, lobby, auditorium, and projection facilities will be in excess of \$350,000.

# SMPTE Conference Maps Innovations

NEW YORK—Several innovations will be added features at the 98th Technical Conference and Equipment Exhibit, Oct. 31 through Nov. 5 of the Society of Motion Picture and Television Engineers.

The conference site — Queen Elizabeth Hotel, Montreal, Quebec, Canada—is indicative of the international scope of this fall meeting. The technical program will include papers of worldwide origin, states program chairman Gerald C. Graham, National Film Board of Canada, Montreal. At least one bilingual session (English and French) has been scheduled. The final program will be printed in both English and French, as will the abstracts of the technical papers to be presented.

A review of the seventh international conference on high-speed photography (Sept. 12-18, 1965—Zurich, Switzerland) will be covered at one or more of the conference sessions.

The Society's annual awards presentation will be a new feature of the Monday opening luncheon at which SMPTE president Ethan M. Stifle will preside. In the past, the annual awards were presented at a mid-week evening session. The luncheon, President Stifle cites, affords a larger audience to pay tribute to the award recipients.

Reprints of many of the 98th Technical Conference papers will be available on opening day. This new service was initiated by editorial vice-president Herbert E. Farmer at the 97th conference and has received great acceptance.

# NGC Launches Management Seminars

BEVERLY HILLS, CAL.—As part of its management development program, National General Corporation has initiated a planned series of eight-week seminars, it was announced by Irving H. Levin, executive vice-president of the company.

Scheduled to begin this July, the indoctrination sessions, to be held in the company's Beverly Hills home office, will each take one full day a week and will be coordinated by Benjamin F. Breslauer, director of corporate organization, Levin said.

Topics for discussion include manager development, merchandising, projection and sound, advertising, publicity, promotion, purchasing, theatre inspection, insurance, accounting, film buying, booking, legal procedures and real estate.

Levin stated that the purpose of the seminars is to enlighten and inform the new young managers and student managers in all aspects of theatre operations, "so that they will be better equipped in their present positions and prepared to assume even greater responsibilities in keeping with National General's nationwide expansion program."

The NGC home office sessions will be followed by similar seminars scheduled for San Francisco, Denver, Seattle and Kansas City, key cities in the company's operations.

The initial "class" was to consist of ten men: Thomas S. Alderman, manager, Lido, Los Angeles; Charles P. Carey III, manager, Belmont, Long Beach; James H. Fitzgerald, assistant manager, Mt. Baldy D-I, La Verne; Eugene M. Harvey, manager, Bay, Seal Beach; Richard Kates, assistant manager, West Coast,

Long Beach; Peter R. Machado, Jr., manager, Glendale, Glendale; Charles M. Mooney, manager, Inglewood, Inglewood; James B. Peters, manager, Fine Arts, Beverly Hills; John C. Reade, manager, Capri, Van Nuys and Tom H. Smythe, assistant manager, Fox Wilshire, Beverly Hills.

## New Mat Brochure

A new brochure which illustrates and describes 19 types of commercial, industrial and institutional floor matting, runners and stair treads is being made available from American Mat Corp, Wapakoneta, Ohio.

Shown are plastic, composition and wood mats.

**IF  
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FIVE YEARS  
FROM NOW**



**... YOU SHOULD BUY ONLY  
BALLANTYNE DUB'L CONES**

Dub'l Cones just can't be made cheap... only well and long lived... And plenty of drive-in operators understand how long life helps profits. A Dub'l Cone will last five to eight years and cost \$5.60 to \$6.80. That's only about 80c per year per speaker—a whole lot less than single cone speakers, which cost \$4.00 that may last one or two years and cost \$2.00 per year.

BALLANTYNE HAS MADE more than 2,000,000 speakers. The DUB'L CONE reflects long experience to cope with every kind of problem from careless dropping to enterprising teenagers. Shock proofing, die-cast aluminum case and practical design pay off. And the sound is far better than any other speaker. The Dub'l Cone principle adds depth, clarity and presence.

● Speaker cone, air tight from outer cone. Forces outer cone to drive with speaker cone, resulting in greatly improved tone.

● Large 1.47 oz. magnet gives exceptional quality to sound.

● Magnet welded to frame, for permanent alignment.

● Outer cone sealed from inner cone, offering complete protection from elements.

**Ballantyne**

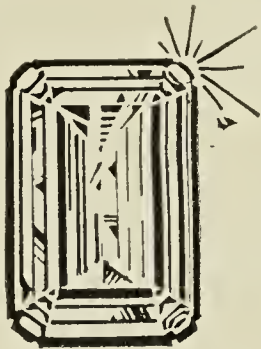
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## New Conn. Hard-Top?

HARTFORD—The suburban Farmington, Conn., Town Plan and Zoning Commission conducted a mid-May hearing on a site plan filed by Hector Frascadore and E. M. Loew's Theatres for construction of a 1,000-seat hard-top theatre adjacent to the Frascadore-Loew Farmington Drive-In Theatre on Route 6.

The site plan, in addition to the theatre, calls for construction of an arcade.



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More durable, more comfortable, safer. Fire and moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

#### MANUFACTURERS:

Foam rubber & spring cushions; coverings.

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Upholstery fabrics, general seat supplies.

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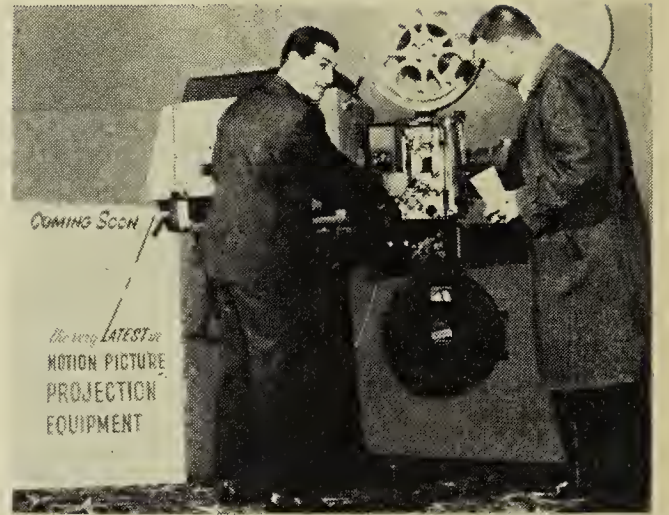
# Theatre Displays New Projector

■ As part of a unique promotion and goodwill program, Richard Glasmann, manager of the Orpheum Theatre, Ogden, Utah, showed patrons the inside of a new Simplex XL Projector.

Paramor Theatre Corporation, operator of the Orpheum, displayed the projector in the lobby for six weeks before installation.

Glasmann, who spent three years in a booth himself, took two or three hours every evening and explained to patrons how a modern projector works. He reports that people were fascinated by the equipment and impressed by the complexity and precision engineering involved.

The display was set up with the help of the Denver office of National Theatre Supply Company. A large sign next to the projector announced that "the very latest in motion picture projection equipment" was coming soon "to enable you to enjoy your movies



even more."

According to Glasmann, the new machines have worked out beautifully, projecting the best picture ever shown in Paramor theatres.

## DeLuxe 1,200 Cars D-I Set For Las Vegas

LAS VEGAS—Syufy Enterprises, Inc., operators of a group of 35 theatres in Northern California and the Midway Drive-In, Reno, Nevada, announced through its president, Raymond J. Syufy, it will start construction immediately on a new drive in theatre, located at the Tonopah Freeway and Smoke Ranch Road in Las Vegas.

The theatre was designed by architect Vincent Raney, who has designed all of the Drive-ins operated by Syufy, as well as the Beautiful Century 21 Cinerama Theatre in San Jose, California and numerous commercial buildings.

The new Drive-in will have a capacity of 1,200 automobiles and a revolutionary speed snack-bar which will allow patrons to get their refreshments without waiting in line.

There will be an abundance of lavatories for all members of the family, done in a lux-

urious motif.

Speakers will be a new type which gives a stereophonic effect in the automobile. Electronically controlled in-car units will keep the car as warm as your living room in the winter months and cool in summer.

There will be a large kiddie playground adjoining the snack-bar, fenced for the safety of the children and the convenience for the mothers.

The screen will be the largest in the State (135 ft. wide and 60 ft. high) and will be surfaced with a new mineral reflection coating.

Cars will be quickly processed due to the large entrance way and holding area, which makes ingress and egress very simple. The D-I will be named The Las Vegas, and will show first run pictures simultaneously with the indoor theatres in downtown Las Vegas.

## Nutmeg Adds Indoor

HARTFORD—The rapidly-expanding Nutmeg Theatre Circuit, headed by Leonard Sampson, Robert Spodick and Norman Bialek, has purchased the company-operated Norwalk Theatre, Norwalk, Conn., from building owners, T. H. Canty Company, for \$110,000.

Sampson, Spodick and Bialek anticipate extensive interior and exterior modernization, beginning this month.

Nutmeg, which opened a new hard-top in the Wilton (Conn.) Shopping Plaza last year, is about to break ground on a 400-seat theatre adjacent to its Fine Arts Theatre, Westport, Conn. The facility will be called Cinema II. Both theatres will be served by one enlarged common entrance.

## New Indoor For Bloomer

BELLEVILLE, ILL.—A new luxury indoor theatre will be built adjoining the Skyview Drive-In here by the Bloomer Amusement Co. The new theatre will have between 800 and 1000 seats of the rocking chair type, 70mm booth equipment, a 60 ft. screen, and a new type of acoustical treatment of auditorium walls and ceiling.

Acres of free parking will be available to the patrons of the new house, which will serve the Belleville-East St. Louis metropolitan area.

## N. J. Center Theatre

NEW YORK—A new 1,500-seat Loew's Theatre will be erected in the huge Camden County Shopping Center, on Route 38, in Cherry Hill Township, N. J., according to Arthur M. Tolchin and Bernard F. Myerson, chief executives of the theatre division of Loew's Theatres, Inc.

An agreement has been signed for the new showplace with Vornado, Inc., owners of the famous "Two Guys" department stores, one of the largest of which is located in the Camden shopping complex.

J. I. Kislak, Inc., of Newark, who are exclusive leasing brokers for the Camden Shopping Center, negotiated the agreement.

## Kodak V-P To Council

ROCHESTER, N. Y.—Dr. John A. Leermakers, Kodak vice-president and director of Kodak Research Laboratories, has been appointed a member-at-large of the National Research Council in the division of chemistry and chemical technology. His term will be for a period of three years beginning July 1, 1965.

The National Research Council, organized in 1916, is a part of the National Academy of Sciences, which is "dedicated to the furtherance of science for the general welfare of the United States."



# NAC-Tone Meet Set For Cape

■ Because of its popularity among NAC members last year, the National Association of Concessionaires is again combining its Northeastern Regional Conference with the annual convention of the Theatre Owners of New England (TONE) on Cape Cod, it was announced by Edward S. Redstone, NAC president.

This year's joint NAC-TONE event will be held August 30, 31 and September 1 at the Sea Crest Hotel, North Falmouth, Massachusetts, offering attending delegates from both organizations three days of constructive business sessions, plus outdoor recreational activities including a golf tournament, boating, surfing and many exciting evening social events.

In announcing this latest joint NAC-TONE venture, Redstone said:

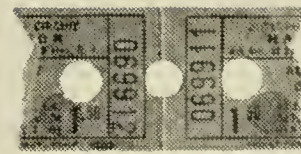
"With the obvious success of last year's combined NAC-TONE meeting on the Cape,

this latest get-together of both organizations is a natural. The NAC Committee is planning a new program format, which should appeal to all attending theatre owners, concessionaires and other allied industryites.

"A 'grass roots' level concessions forum will highlight NAC's portion of the program, with individual experiences and profit-making ideas being related by representatives of several leading New England and New York area theatre concessionaires."

Jack O'Brien, NAC second vice-president in charge of regional meetings and Irving Shapiro, NAC regional vice-president are co-chairmen of the NAC Committee.

Other members of the NAC Committee are: Douglas Amos, James Bracken, Nat Buchman, Sam Feldman, John Fitzgerald, Paul Kessler, Lee Koken, Philip Lowe, James Mahoney, Bert Nathan, Savario Romano, Whitney Watson and Mel Wintman.



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- True Color Fidelity
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**CARBON PRODUCTS  
DIVISION**

## ABC Acquires Nedick's

NEW YORK—ABC Consolidated Corp. has received tenders of 427,642 shares of Nedick's Stores, Inc., representing 83½ per cent of all common outstanding. In announcing this news, Benjamin Sherman, ABC board chairman, said the offer by the company to buy the shares was therefore effective. The offer by ABC on April 2 to Nedick's stockholders was contingent upon receipt of at least two-thirds of the outstanding stock for which ABC offered to pay \$12.50 per share. Total number of Nedick's outstanding shares is 512,300.

According to Sherman, present management of Nedick's, which operates 82 luncheonettes and snack-bars in New York and several surrounding states, will be retained. Plans are to expand Nedick's into a nationwide chain "as fast as we can build," Sherman said.

Sherman said the Nedick's operations will benefit "almost immediately" through ABC's facilities for centralized purchasing and other cost-cutting capabilities built into present company structure. He estimated Nedick's will add about 16¢ a share to the parent company's earnings.

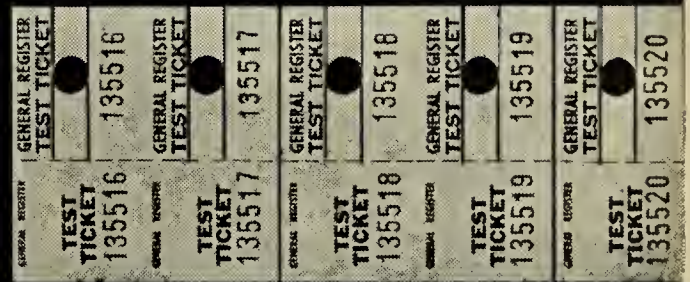
He said six new Nedick's units are on the drawing boards for the New York area and that plans are already underway to refurbish a number of its older units.

Nedick's is listed on the American Stock Exchange. In the year ended May 31, it earned \$472,000 or 92¢ a share on sales of \$9,325,000. President Lewis Phillips said sales should show a four per cent to five per cent increase over 1963 with per share earnings of \$1.03 to \$1.05.

ABC, listed on the New York Stock Exchange, reported 1964 sales at \$116,138,000 over \$102,638,000. Earnings rose 37 per cent to \$3,858,000 or \$1.40 per share.

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A DIVISION OF UNIVERSAL CONTROLS, INC.



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*Lorraine Arc Carbons*

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- Brighter Light on Screen
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products

**XETRON LAMPHOUSES • XETRON POWER SUPPLIES**

by Cinemeccanica

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**CARBONS, INC.**

**BOONTON, N. J.**



# Broumas Expands East And West

SILVER SPRING, MD.—John G. Broumas, president of the rapidly expanding Broumas Circuit, announced the opening of the Andrews Manor, Camp Springs, Md. The theatre is located in the Andrews Manor Shopping Center and features the latest design, combined with the most modern equipment for the exhibition of motion pictures. The new theatre high-lights a two story custom designed lobby.

The Andrews Manor is equipped with six channel stereo sound, line of sight viewing, and one-thousand "living-room comfort" chairs. An all weather, filtered comfort control heating and cooling system provides

patron comfort in all seasons. The theatre features one of the widest screens in the state of Maryland and is equipped with the latest projection techniques, including facilities for Todd-Ao.

The Andrews Manor marks the 29th shopping center theatre built by this fast growing circuit in the past two years.

On hand for the opening were city and county officials, representatives from the Chamber of Commerce, state government officials, and the shopping center developer, Mr. Hooper. A large red ribbon, stretching across the screen, was cut by the Honorable Carlton Sickles, Representative from Maryland, and county vice-commissioner M. Baines Brooks.

Representing the Broumas Circuit were managers from the two-hundred mile radius, including division manager K. A. Vaveris, Pennsylvania zone manager; George Shepp, Maryland district manager; Mel Katz, Ohio zone manager; Vincent Ruble, metropolitan D. C. district manager; Ed Rosenfeld, head of Broumas operations; G. N. Limbert, vice-president in charge of midwestern operations; James Stopolus, Iowa vice-president; Nick Cambas, comptroller; James S. Lipsner, director of advertising and publicity; and John G. Broumas, president.

Also present were exhibitors from the Washington, D. C. area, and representatives from all the Washington film exchanges. The manager of the Andrews Manor is veteran theatre manager Ed Camp.

Broumas later announced the ground breaking for the newest addition to the circuit. The new theatre will be located in Phoenix, Ariz., and will be named the Thomas Mall, after the shopping center of the same name.

The Thomas Mall will be of the latest design and patterned after other new shopping center theatres recently erected by this chain. The theatre will be equipped with a new concept in sound and projection. Using a new type of projector from Holland; it will be able to present 70 millimeter productions on an ultra wide screen, as well as CinemaScope and conventional 35 millimeter feature presentations. The entire auditorium will be surrounded by stereophonic speakers utilizing six channels.

The architecture of the Thomas Mall will introduce the newest concept in motion picture presentation, a theatre not too large to preclude the comfort of watching and listening to a screen play with all its intimacy, nor too small to prohibit the showing of large spectacular productions. The seating capacity will be one thousand. The floor of the auditorium will be so pitched and the seats staggered in such a manner as to give every patron an unobstructed view of the wide screen. There will be parking facilities for over one thousand cars.

The decor will be custom designed in soft hues. The lobby is designed in such a way as to accommodate several hundred people, thus eliminating long lines waiting to see the feature. An all climate control will be maintained by three separate heating and air-conditioning units, each capable of providing sufficient patron comfort in case of an emergency. The safety of patrons has also been taken into consideration in the building and equipping of the theatre. The structure will be of fire-proof construction, no seat will be more than 14 feet from an aisle.

## Pacific Sets D-I

FOUNTAIN VALLEY, Calif. — Immediate construction of a \$750,000 "drive-in theatre of tomorrow," is slated here according to Zack Beiser, Pacific Drive-In Theatres construction executive.

Announcement marks the third new construction project in as many weeks by the rapidly expanding drive-in circuit. These included Connejo-Thousand Oaks and Buena Park.

Located in one of California's oldest agricultural communities, the new 1,800 car Fountain Valley Drive-In will occupy 25 acres of land along the San Diego Freeway. Brookhurst and Talbert will be the key street intersection from which the new Fountain Valley Drive-In will serve the surrounding communities of Santa Ana, Huntington Beach and Garden Grove.

The site, near the Orange County branch of the University of California and also the Marina of Huntington Beach, has been chosen, and the theatre will be so designed, to fit into the master plans of the city of Fountain Valley—one of the few planned model cities of Orange County.

When, completed, this will make a total of 9 Pacific Drive-Ins in rapidly growing Orange County. The circuit operates 115 drive-ins and indoors in the Western United States and Hawaii.

## New "Dew" Ad Agency

NEW YORK—Geyer, Morey, Ballard, Inc. has been appointed as advertising agency for Mountain Dew, Pepsi-Cola Company's new, citrus-flavored soft drink, it was announced by Frederick Sorensen, vice-president and general manager for Mountain Dew.

Mountain Dew, with its "Yahoo! It'll Tickle Yore Innards" slogan, is the front-running, fastest-growing soft drink of its kind in the country today.

Mountain Dew is rapidly approaching complete national distribution both in the United States and Canada and will soon be expanded into overseas markets.

The product was acquired by Pepsi-Cola in the fall of 1964 and has grown from regional (southeast U. S.) to national status in less than a year.



At ground-breaking ceremonies for NGC's new Fox, Carbondale, are (L to R) William H. Thedford, NGC co-director of theatre operations; J. W. McKinney, developer and builder of East Gate Shopping Center; D. Blaney Miller, mayor of Carbondale, and Dan A. Polier, NGC co-director of theatre operations.

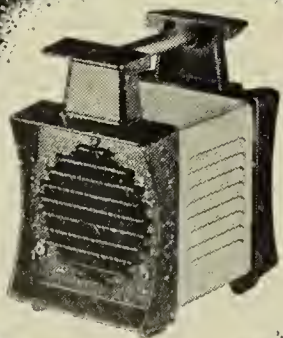


**Some drive-in heaters do a good job of keeping themselves warm.**

**The Golden Hot-Shot Heater keeps your customers warm.**

(that's what a heater should do).

**GOLDEN HOT-SHOT**  
The Proven Drive-In Heater



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## Indoor For Simi, Cal.

BEVERLY HILLS—Simi, Calif., will get its first indoor theatre in September of 1965 when Metropolitan Theatres Corp. opens the Larwin in Simi's new Larwin Square Shopping Center, it was announced by Eugene Rose, general manager of Larwin Fund.

"One of the most unusual features about this new theatre will be the manner in which its placement has been designed to stimulate foot-traffic within the shopping center," Rose explained. "Most theatres in shopping centers are located in separate areas, but ours will be surrounded on all sides by retail stores."

Total investment in the theatre, including lobby, auditorium and projection facilities will be in excess of \$300,000. Design motif for the theatre will be contemporary, and will feature Venetian terrazzo floors and red vinyl wall panels with a distinctive cork inset design. Architect for the Larwin Theatre is Alec J. Arany, Construction is by Commercial Builder's Corporation, a division of the Larwin Group Companies.

Covering an enclosed area of more than 10,000 square feet, the theatre will contain a 45-ton air conditioning unit, and its deluxe auditorium will seat an audience of 800 in widely-spaced, luxurious mohair-upholstered seats.

Special design attention is being accorded the theatre's men's and women's lounge areas, which will offer facilities more than double the required standards.

The new theatre, which will contain the largest indoor motion picture screen in Ventura County (more than 50 feet in length) is the 23rd link in the fast-growing Metropolitan Theatre chain, which also operates Simi's only other theatre, the Simi Drive-In.

Metropolitan's president, Sherrill Corwin, has stated that the policy of the Larwin will be to offer entertainment aimed at a family audience, on a first-run basis in the area. Metropolitan also operates theatres in downtown Los Angeles, San Francisco, Santa Barbara, and many other California communities.

## Merchandising Directory

CHICAGO—The 1965 edition of the Blue Book of Automatic Merchandising, a complete directory of companies serving the \$3.5 billion automatic vending industry, is now available to the trade.

Totally revised, the 1965 edition contains up-to-date information about 176 vending machine manufacturers, 400 vendible product suppliers, and 557 companies which supply component parts, fixtures and services. In addition, all operator member companies of NAMA are listed alphabetically by state and by cities within each state.

## Loew's Flatbush Redone

BROOKLYN, N. Y.—Loew's Kings Theatre was completely refurbished by the circuit recently. Seating capacity was altered to permit more spacious arrangement with improved sight lines.

In the orchestra section, a new concrete floor was poured, chairs respaced and staggered. A combination of rubber foam and spring construction was used by Neva-Burn Products Corp., who rebuilt the theatre chairs. Standards were refinished to match the rust colored fabric adopted throughout the theatre.

In the loge section, spring back seating, recovered with the same rust nylon fabric, assures patron comfort.



Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, and Frank Damis, Stanley Warner Theatres, are seen at the recent opening of the SW Plaza, King of Prussia, Pa.

## NCR Sets Sales Mark

NEW YORK—Sales of the National Cash Register Company in 1964 set a new record for the 10th consecutive year, Robert S. Oelman, chairman, announced.

The company's worldwide revenue from sales, services, and equipment rentals totaled \$665,773,000 for the year, the NCR chairman said, compared with \$592,580,000 in 1963, or an increased of 12 per cent.

Reported net income also reached a new high, rising to \$22,503,000, a 12 per cent increase over the \$20,082,000 recorded in 1963. On a per-share basis, the company's earnings were \$2.69 on the 8,360,040 shares outstanding at year's end. This compared with \$2.42 on 8,299,607 shares in 1963.

Of the \$22,503,000 total earnings for the year, \$12,048,000 represented domestic earnings, compared with \$9,251,000 earned in the United States in 1963. The NCR chairman attributed the higher domestic earnings in 1964 to the favorable effect of higher sales volume and lower federal income taxes.

Total after-tax foreign earnings rose from \$13,166,000 in 1963 to \$14,118,000 last year. Of this latter amount, Oelman said, \$10,455,000 was included in reported net income, representing foreign earnings remitted to the United States plus the earnings of NCR's Canadian subsidiary.

The board declared a regular quarterly dividend of 30 cents a share, payable April 15 to stockholders of record at the close of business on March 19.

## Glasco To St. Louis

ST. LOUIS—The manufacturing operations of the Glasco Division of Universal Match Corporation will be transferred from Muncie, Ind., to St. Louis, UMC vice-president Robert R. Kelly announced.

The move is expected to be completed shortly after mid-year.

"The consolidation of Glasco's operations into the UMC manufacturing facilities in the St. Louis area will add significantly to the efficiency and economy of the operation," Kelly said.

"The move is part of an over-all program to continue UMC's progress in growth and earnings.

"Glasco has a major share of the market for pre-mix soft drink vending equipment. However, the market has been declining since 1962, and it is felt in view of this market condition, we cannot continue production of this equipment in a separate facility."

## Plan Two Ohio Twins

COLUMBUS, O.—Twin indoor theatres will be built in the Town and Country Shopping Center and the Great Western Shopping Center by General Cinema Corp. of Boston, and the Don M. Casto Organization of Columbus, it was announced here by Frank S. Benson, vice-president of Casto.

The de-luxe houses are to be completed by late summer or early fall. A third twin theatre will be built in the Columbus area. Site will be disclosed later. Each theatre, to be named Cinema I and Cinema II, will seat 1,250 in one section and 750 in the other. The auditoriums will be joined by a common lobby, featuring an art gallery. Screens will envelop the end walls and concealed stereophonic high fidelity speakers will be used. Air conditioning will be thermostatically changeable for heating or cooling.

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improvements\*  
ago this drive-in  
heater  
out-performed  
all others...

You'll find the  
performance  
difference even  
greater now.

**GOLDEN HOT-SHOT**  
The Proven Drive-In Heater



\*Total improvements in motor, switch, heating element, fan assembly and cage since 1963.

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## Loew Expands In Conn.

HARTFORD—E. M. Loew has disclosed plans for a second motion picture theatre construction project in as many months.

A 1,000-seat theatre will be built on a 10-acre tract adjoining the E. M. Loew Farmington Drive-In, suburban Farmington, this summer at a cost of \$200,000.

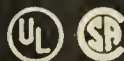
The project is a joint-venture of Loew and Hector Frascadore, who is a partner in the Farmington Drive-In. The theatre will be equipped for 70mm projection. A September opening is anticipated.

The Farmington theatre, to be known as Cinema 6 (the road is Route 6), is part of Loew's Connecticut expansion plans; another 1,000-seater is going up on land adjacent to the E. M. Loew Norwich-New London Drive-In, Montville.

**Over  
100,000  
Golden Hot-Shot  
Heaters have  
been installed by  
drive-in theatres.**

**Shouldn't you  
put your money  
on a winner too?**

**GOLDEN HOT-SHOT**  
The Proven Drive-In Heater



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## Coca-Cola Participates In "Smile Girl" Contest

ATLANTA—Some lucky girl possessing the nation's "Most Refreshing" smile will win a \$1000 gift certificate redeemable for merchandise at a leading department store. This \$1000 "Buying Bash" plus a \$500 college scholarship, all courtesy of The Coca-Cola Company, is one of the top prizes to be awarded in the 1965 "Smile Girl" Hawaiian Holiday promotion created by Jantzen, Inc. Announcement of the company's second annual participation in the promotion was made by Fred W. Dickson, vice-president and director of advertising and sales promotion for The Coca-Cola Company.

Girls with glittering smiles competed this spring in approximately 30 cities at leading department stores for a chance at local and national awards. Final judging for the three "Smile Girl" winners was held at the fabulous Hilton Hawaiian Village Hotel in Honolulu, Hawaii, July 6-9, 1965.

Local winners of the Hawaiian Holiday trip will each receive several prizes provided by sponsors including a General Electric Trimlines Transistor "400" Stereo Phonograph and picnic coolers for Coca-Cola provided by

Coca-Cola Bottlers and The Coca-Cola Company.

The Coca-Cola Company is again providing local merchandising support with posters featuring Miss Jan Phelps, the girl with the "Most Refreshing" smile in the 1964 "Smile Girl" promotion. Special "Smile Girl" copy is used on the posters for local department store promotions and window displays. Pictures of Miss Phelps holding a \$1000 gift certificate will also be used in conjunction with the posters.

Bottlers of Coca-Cola who participate in the promotion will receive additional local publicity from newspaper ads featuring all co-sponsors and a composite product promotion entry poster. Personal appearance by Miss Phelps and other "Smile Girl" representatives in participating department stores as well as on local radio and TV will complete the promotional package.

Other sponsors in addition to Jantzen, Inc. include the Ford Motor Company, Eastman Kodak, Jantzen International Shoe Company, Johnson Outboard Motors, United Airlines, and the Hilton Hawaiian Village.

### Kodak Names Director

ROCHESTER, N. Y.—James S. Bruce has been appointed associate director of the photographic technology division at Kodak Park Works, it was announced here by Clarence Wynd, Eastman Kodak vice-presidents and general manager of Kodak Park.

Bruce began his Kodak career in 1939 as a technical engineer in the paper service division. He was named assistant superintendent of the division in 1952.

### B & H Names Two

CHICAGO — Two executive appointments were announced here by Carl G. Schreyer, president Bell & Howell Photo Sales.

Curtiss C. Gibbs has been named product manager and Thomas J. Rappel sales manager for Canon products and Bell & Howell slide projection equipment.

Gibbs succeeds Donald C. Morrison, who has resigned from the company. Rappel's position is newly created.

### Plazco Plans Art House

LONG BEACH, CAL.—The Plazco Theatre Corp. of California announced that it will construct a 500-seat theatre for the exhibition of distinguished films, both foreign and domestic.

This luxurious art theatre, located in the Northeast Long Beach Plaza Shopping Center, is slated for a July opening this year. Plazco is headed by Sam Stiefel, veteran exhibitor, and Jack Feder, owner of the Roxy, Long Beach.

"Today's emerging cinema form has created an increasingly highly selective viewing audience," says Stiefel. "Long Beach's growing cultural and educational development calls for a theatre that will play quality films produced throughout the world. Our Plaza Theatre will be the showcase for these films."

Technical innovations at the Plaza will include the latest in projection equipment; high fidelity and a four-track stereo sound system; a wall-to-wall super-illuminated wide screen; and deluxe armchair seats.



BELL & HOWELL COMPANY presents its coveted Albert S. Howell Award to Eastman Kodak Company for developing "Super Eight"—new home movie system that promises to widen the home movie market. Last Howell award went to the designers of the "electric eye" in 1958. Shown above at the award ceremonies are (l. to r.): James J. Lane, president, Bell & Howell Photo Products Group; Peter G. Peterson, president and chief executive officer of Bell & Howell; Charles W. Percy, Bell & Howell board chairman; Albert K. Chapman, Eastman Kodak board chairman, and M. Wren Gabel, Eastman Kodak executive vice-president.



Window Screen

The first fully patented window screen designed to fit automobiles, called the "Pull-Over" Auto Window Screen, is announced by Pull Over Corporation.

The "Pull-Over" screen is made of heavy duty nylon mesh construction and fits neatly over the front or rear window of any model or make car except hardtops and convertibles. Installation is so simple even a child can do it in a few seconds. Windows can be rolled up or down while screens are in place.

Ideal for camping or drive-ins, it keeps pesky insects away.

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- ☐ ASHCRAFT MFG. CO., INC., C. S., Super Core-Lite 35/70 Projection Lamp
- ☐ BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC. Drive-In Speaker Cones
- ☐ CARBONS, INC., Lorraine Arc Carbons
- ☐ COCA-COLA CO., THE, Coca-Cola
- ☐ EPRAD, INC., Golden Hot Shot Drive-In Heaters
- ☐ GENERAL REGISTER CO., DIV. UNIVERSAL CONTROLS, INC., Automaticket Control Systems
- ☐ HURLEY SCREEN CO., INC., Hurley Theatre Screens
- ☐ MASSEY SEATING CO., Theatre Seat Rehabilitation
- ☐ NATIONAL THEATRE SUPPLY CO., Theatre Equipment and Supplies, American Seating Chairs
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- ☐ RCA SERVICE CO., RCA Theatre Sound Service
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- ☐ UNION CARBIDE CARBON PRODUCTS DIV., "National" Arc Carbons
- ☐ UNIVERSAL CONTROLS, INC., GENERAL REGISTER CO. DIV., Automaticket Control systems
- ☐ VENDO CO., THE, Vendo Automatic Merchandisers
- ☐ XETRON DIV., CARBONS, INC., Xetron Lamp houses, Power Supplies

LIST ITEMS \_\_\_\_\_

ISSUE OF JULY 14, 1965

NAME \_\_\_\_\_  
THEATRE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY, STATE \_\_\_\_\_

MOTION PICTURE EXHIBITOR  
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Century Briefs Managers  
On Booth Equipment

FLORAL PARK, N. Y.—Century Theatre managers attended a seminar on "Projection and Sound" at the company's home office here recently, presided over by Leslie R. Schwartz, president, and Martin H. Newman, vice-president.

"Projection and Sound" was the fourth in a series of seminars conducted by the circuit for Century managers. Previous seminars covered film buying and booking, advertising and theatre operations.

Schwartz conveyed to the group the importance of maintaining a constant vigilance for perfection in all areas of theatre operations.

Martin H. Newman introduced Walter E. Dunn, head of Century's purchasing and maintenance department, who conducted the meeting.

With the use of color slides, Dunn illustrated a visual explanation of projection and sound equipment. Component parts of the equipment and their functions were explained in complete detail.

Common irregularities that take place in projection and sound were dramatically conveyed to the group. It was pointed out that the circuit is installing in key theatres, a third projector to insure against equipment failure.

In addition, the circuit has embarked on a campaign of installing doors at the head of the orchestra aisles and on mezzanine vomitories to afford the patron absolute enjoyment free from extraneous noise.

At the conclusion of the discussion, the managers were invited into the projection booth to ask questions regarding the equipment.

Beverage Dispensing System

A complete post-mix beverage dispensing system is being introduced by the Excelall Products Division of Bastian-Blessing. Comprised of individual components for custom design according to the particular needs of the customer, the system includes all equipment for cooling, mixing, and dispensing carbonated drinks.

As a nucleus, the system features a cooler-carbonator, syrup cooler and 1/3" H.P. compressor, all housed in a choice of easily accessible containers. The High-Boy model stands 28½" high, is 16¼" wide and 21½" long. Installed vertically, it will fit under a counter or bar with ample working area. The Low-Boy, 39½" long, 16¼" wide and 16" high, is installed horizontally on a counter or bar shelf.

Also part of the packaged system are stainless steel pressurized syrup tanks in 1, 2, 3, 4 and 5-gallon sizes. Each tank has a safety lock, sanitary cover and quick-change fittings.

Actual dispensing equipment is a choice of Excelall Fast Flo electric draft stations.

New Loew's Theatre

CAMDEN, N. J.—A new 1,500-seat Loew's Theatre will be erected in the huge Camden County Shopping Center, Route 38, Cherry Hill Township, New Jersey. According to Arthur M. Tolchin and Bernard F. Myerson, chief executives of the theatre division of Loew's Theatres, Inc., an agreement has been signed for the new showplace with Vornado, Inc., owners of the famous "Two Guys" department stores, one of the largest of which is located in the Camden shopping complex.

Filmack Trailer Shell

CHICAGO—A new clock intermission Trailer Shell is now available to drive-in theatres by Filmack Trailer Company, announced Bernard Mack, president.

Exhibitors will find this shell helps increase concession sales, since it informs patrons of intermission time remaining and encourages full use of the concession areas while providing humorous situations for the patron's enjoyment.

This shell consists of an intermission header, 10 different 10-second spots denoting minutes left before show time, and a "Show Starts" tag, all involving a series of humorous antics, performed by animated clowns.

Between these spots, exhibitors insert revenue building merchant ads, concession trailers, institutional ads, or anything else they may wish.

Call a  
doctor

Business slipping a little?  
Sometimes the causes may not be obvious. But on the other hand, a little self-examination may reveal carpets with advanced dermatitis, a marquee with external complications, or a projector about to have a breakdown. Despite your best efforts, afflictions such as these can creep up on you faster than you realize. Call the doctor from National. He'll diagnose the problem and suggest a fast cure...at surprisingly modest cost. It's completely painless.



HOME OFFICE: 50 PROSPECT AVENUE, TARRYTOWN, N.Y.



## New Britain Okays House

NEW BRITAIN, CONN.—A motion picture theatre is included in newly-disclosed New Britain Redevelopment Commission plans for the city's central business district.

Just what interest would operate the theatre is yet to be determined.

This central Connecticut city of 100,000 currently has only two theatres functioning—the Stanley-Warner Strand and the Perakos Palace. There were seven theatres here 15 years ago.

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....Special Announcement  
....Trailers  
....Trailers

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....Air Conditioning Systems  
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### DECORATION • FURNISHING

....Carpets

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....Curtain Controls & Track  
....Decorators, Designers  
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....Theatre Forms and Systems,  
....Personnel Training  
....Uniforms

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....Change Making Machines  
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....Ticket Boxes  
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....Attraction Lights  
....Benches  
....Directional Lights  
....Dust Control Systems  
....Fences  
....Fireworks  
....Floodlights  
....Insect Control  
....Flares, Light  
....Heater, In-Car  
....Miniature Trains  
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....Playground Equipment, Rides  
....Pools, Swimming  
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....Ramp Lights  
....Screen Facing  
....Screen Paint  
....Screen Towers  
....Seats, Walk-In Patron  
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# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JULY 14, 1965

SECTION TWO  
VOL. 73 NO. 24

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as:

C—Comedy  
CAR—Cartoon

COMP—Compilation  
D—Drama  
DOC—Documentary

MD—Melodrama  
MU—Musical  
W—Western

NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as:

CN—Cinerama  
CS—CinemaScope  
DC—Deluxe Color

DS—Dyallscope  
EC—Eastman Color  
MC—MetroColor

PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor

TE—Technirama  
TS—Techniscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6414 BLOOD ON THE ARROW—W-91m.—(DC)—Dale Robertson, Martha Hyer, Wendell Corey—5237 (12-16-64)—Old Fashioned fast moving western  
FOOL KILLER, THE—D-98.—Anthony Perkins, Edward Albert, Salome Jens — 5277 (4-28-65) — Off-beat drama can use special attention—Landau  
MARA OF THE WILDERNESS—D-90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry  
6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made  
6407 NAKED KISS, THE—D-92m.—Constance Towers, Anthony Eisley—5227 (11-4-64)—Fair Adult Programmer  
6543 PAWNBROKER, THE—D-114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama heightened by superb acting—Landau  
6405 SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made  
6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad  
6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad)  
6509 TICKLE ME—MU-90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer  
6542 UMBRELLAS OF CHERBOURG, THE—NOV.—90m.—(C)—Catherine Deneuve—5243 (12-30-64)—Unusual treatment for ordinary love story—French-made; English titles—Landau  
6506 YOUNG DILLINGER—MD-102m.—Nick Adams, Mary Ann Mobley—5277 (4-28-65)—Typical crime does not pay meller

### COMING

ANKLES AWAY—Kenneth Moore  
BIKINI PARADISE—(EC)—Janette Scott, Kelron Moore  
BLOOD AND BLACK LACE—(TC)—Cameron Mitchell  
CITY OF FEAR—Terry Moore  
COUNTRY MUSIC CARAVAN—(EC;MTP70)—Ernest Tubbs  
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English  
FINGER ON THE TRIGGER—Rory Calhoun  
HOT SPY, COLD CORPSE—Kerwin Mathews  
HUMAN DUPLICATORS—George Nader  
LAST MESSAGE FROM SAIGON—Burt Reynolds  
LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins  
MUTINY IN OUTER SPACE—William Leslie  
OSS 117—Irina Demich, Nadia Sanders  
PIE IN THE SKY—Lee Grant, Richard Bray  
RACING FEVER—(C)—Joe Morrison, Barbara Bigert  
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula  
TENNESSEE JAMBOREE—(EC)—Jim Reeves, Ernest Tubbs

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 ATRAGON—MD-88m.—(Colorscope)—Japanese cast—5245 (1-20-65)—Good action import for program—Japanese-made  
6503 BEACH BLANKET BINGO—CMU-98m.—(P.V.;PC)—Frankie Avalon, Annette Funicello, Deborah Walley—5285 (5-26-65)—Teeners will enjoy latest beach bash  
406 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes  
6410 CONQUERED CITY—M-91m.—David Niven, Ben Gazzara, Lea Massari—5257 (3-3-65)—Warlike meller has names to help—Filmed abroad  
A13 DIARY OF A BACHELOR—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry  
412 GODZILLA VS THE THING—FAN-90m.—(Colorscope; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English  
6506 GO GO MANIA—MU-70m.—(TS;TC)—The Beatles, The Animals, Hermans Hermits—5285 (5-26-65)—Musical strictly for teens—English made  
403 LAST MAN ON EARTH, THE—MD-86m.—Vincent Price—5241 (12-30-64)—Fascinating horror entry—Italian-made  
6501 LOST WORLD OF SINBAD, THE—MD-90m.—(C; Wide Screen)—Toshiro Mifune—5261 (3-17-65)—Fair import has potential—Japanese-made; dubbed in English  
6411 OPERATION SNAFU—C-93m.—Alfred Lynch, Sean Connery, Ann Beach—5257 (3-3-65)—Cute British service comedy—English-made  
416 PAJAMA PARTY—CMU-83m.—(PV; PC)—Tommy Kirk, Annette Funicello, Elsa Lanchester—5229 (11-18-64)—Good for teens and family crowd  
6508 SKI PARTY—MUC-90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another gem for teen-agers  
6416 TABOOS OF THE WORLD—DOC. 97m.—(C)—Narration by Vincent Price—5273 (4-14-65)—Outstanding, at times shocking, novelty  
407 TIME TRAVELERS, THE—SFD-82m.—(C)—Preston Foster, Merry Anders—5225 (11-4-64)—Good science fiction entry  
6419 TOMB OF LIGEIA—MD-81m.—(PC; PV)—Vincent Price, Elizabeth Shepherd—5253 (2-17-65)—Good horror entry—English-made  
404 UNEARTHLY STRANGER—MD-68m.—John Neville—5241 (12-30-64)—Original sci-fi entry is well done—English-made  
408 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephens—5213 (9-23-64)—Science fiction programmer  
6504 WAR-GODS OF THE DEEP—MD-85m.—(Colorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good programmer  
6502 WAR OF THE ZOMBIES, THE—MD-85m.—(C; S)—John Drew Barrymore, Susi Anderson—5281 (5-12-65)—Another Italian spectacle for the program—Italian-made; dubbed in English

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Across The River . . . . .	Misc
Adventures Of Scaramouche . . . . .	A2 Emb
• Alfie . . . . .	Par.
• After The Fox . . . . .	UA
• Apache Uprising . . . . .	Par.
• Agony And The Ecstasy, The . . . . .	A2 Fox
• Alphabet Murders, The . . . . .	MGM
Americanization Of Emily, The . . . . .	B MGM
Amorous Adventure Of . . . . .	
Moll Flanders . . . . .	B Par.
• And Now Miguel . . . . .	U
• Andy . . . . .	A3 U
• Ankles Away . . . . .	AA
• Apache Gold . . . . .	Col.

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



Apache Rifles ..... A1 Fox  
 Ape Woman, The ..... A3 Emb.  
 Arabesque ..... U  
 Arizona Raiders, The ..... A2 Col.  
 Around the World Under the Sea ..... U  
 Art of Love ..... A2 U  
 Atragon ..... A1 A-I  
 Awful Dr. Orlof, The ..... For.

## B

Baby, The Rain Must Fall ..... A2 Col.  
 Back Door To Hell ..... A2 Fox  
 Bambole ..... For.  
 Banana Peel ..... A3 For.  
 Battle of the Bulge ..... WB  
 Battle of Ila Florida, The ..... A3 WB  
 Bay Of Angels ..... A3 For.  
 Beach Blanket Bingo ..... A2 AI  
 Beach House Party ..... For.  
 Behold A Pale Horse ..... A2 Col.  
 Bebo's Girl ..... A3 Cont.  
 Bedford Incident, The ..... Col.  
 Bikini Beach ..... A3 A-I  
 Bikini Paradise ..... AA  
 Billie ..... UA  
 Billy The Kid Vs Dracula ..... EMB.  
 Black Spurs ..... A2 Par.  
 Black Torment, The ..... For.  
 Blindfold ..... U  
 Blood And Black Lace ..... B AA  
 Blood On The Arrow ..... A2 AA  
 Boeing-Boeing ..... Par.  
 Born Free ..... Col.  
 Bounty Killer, The ..... EMB  
 Boy Ten Feet Tall, A ..... AI Par.  
 Brain, The ..... For.  
 Brainstorm ..... A3 WB  
 Brigand of Kandahar, The ..... Col.  
 Buddha ..... A3 Misc.  
 Bullwhip Griffin ..... BV  
 Bunny Lake Is Missing ..... Col.  
 Bus Riley's Back In Town ..... A3 U  
 Bus, The ..... Misc.

## C

Cabriola ..... Col.  
 Caddy, The ..... AI Par.  
 Carry On Spying ..... For.  
 Carrouche ..... A3 Emb.  
 Casablan ..... For.  
 Casanova '70 ..... Emb.  
 Castle Of Blood ..... Misc.  
 Cast A Giant Shadow ..... UA  
 Centurions, The ..... Col.  
 Cat Ballou ..... A2 Col.  
 Chase, The ..... Col.  
 Cheyenne Autumn ..... AI WB  
 Chinese Adventures In China ..... UA  
 Cincinnati Kid, The ..... MGM  
 Circle of Love ..... C Cont.  
 City In The Sea ..... AI  
 City Of Fear ..... AA  
 Clarence The Cross-Eyed Lion ..... AI MGM  
 Cleopatra ..... B Fox  
 Code 7, Victim 5 ..... A3 Col.  
 Collector, The ..... A4 Col.  
 Congo Vivo ..... Col.  
 Convict Stage ..... A2 Fox  
 Conquered City ..... AI A-I  
 Contempt ..... C Emb.  
 Cool World, The ..... A4 Misc.  
 Country Music Caravan ..... AA  
 Crack In The World ..... A2 Par.  
 Crack Of The Whip ..... WB  
 Curse Of The Fly, The ..... A2 Fox  
 Curse of the Mummy's Tomb, The ..... A2 Col.  
 Curse of The Stone Hand ..... Misc.

## D

Dark Intruder ..... A2, U  
 Darling ..... Emb.  
 Dear Bridgett ..... AI Fox  
 Dear Heart ..... A3 WB  
 Devils of Darkness ..... B Fox  
 Diary Of A Bachelor ..... B AI  
 Diary of a Chambermaid, The ..... B For.  
 Die, Die, My Darling ..... A3 Col.  
 Die, Monster, Die ..... A-I  
 Dingaka ..... A3 Emb.  
 Disorderly Orderly, The ..... AI Par.  
 Do Not Disturb ..... Fox  
 Dr. Terror's House Of Horrors ..... A2 Par.  
 Doctor Zhivago ..... MGM

## E

Earth Dies Screaming, The ..... AI Fox  
 East Of Sudan ..... AI Col.  
 Eleanor Roosevelt Story, The ..... Misc.  
 El Greco ..... Fox  
 Emil And The Detectives ..... AI BV  
 Epitaph For A Spy ..... AI  
 Escape By Night ..... A2 AA  
 Eva ..... C For.

## F

Face of the Screaming Werewolf ..... Misc.  
 Face Of War, The ..... For.  
 Fall Safe ..... A2 Col.

## TO BE REVIEWED

DIE, MONSTER, DIE—(C;S)—Boris Karloff  
 EPITAPH FOR A SPY—Dana Andrews, Pier Angeli  
 FRANKENSTEIN MEETS THE GIANT DEVIL FISH—Nick Adams  
 HOW TO STUFF A WILD BIKINI—(PV; C)—Annette Funcllo, Dwayne Hickman, Mickey Rooney  
 NAVAJO RUN—Johnny Seven, Virginia Vincent  
 PLANET OF TERROR, THE—(TC; S)—Barry Sullivan, Susan Hart  
 SERGEANT DEADHEAD—(PV; C)—Frankie Avalon, Eve Arden, Deborah Walley  
 SWINGERS PARADISE—(TE; TC)—Cliff Richard  
 UNDER AGE—Anne MacAdams, Roland Royter

## BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

160 EMIL AND THE DETECTIVES—C-99m.—(TC)—Walter Slezak, Bryan Russell—5221 (10-21-64)—Engaging Disney comedy for family and young viewers in particular—Filmed in Germany  
 157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney  
 158 SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world selling opportunities—Reissue  
 TATTOOED POLICE HORSE, THE—D-48m.—(TC)—Sandy Sanders, Shirley Skiles—5225 (11-4-64)—Interesting featurette  
 THOSE CALLOWAYS—D-131m.—(TC)—Brian Keith, Vera Miles, Brandon de Wilde—5229 (11-18-64)—Interesting outdoor drama could use a bit of editing

## TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
 LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan  
 THAT DARN CAT—(TC)—Hayley Mills, Dean Jones  
 MONKEY'S UNCLE, THE—(TC)—Annette, Tommy Kirk  
 UGLY DACHSHUND, THE—(TC)—Dean Jones, Suzanne Pleshette

## COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65015 BABY, THE RAIN MUST FALL—D-100m.—Lee Remick, Steve McQueen—5245 (1-20-65)—Good drama suffers from some slow spots  
 65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad  
 65026 CAT BALLOU—CW-96m.—(C)—Jane Fonda, Lee Marvin, Michael Callan—5281 (5-12-65)—Off-beat western is cute and comic  
 65011 CODE 7, VICTIM 5—MD-88m.—(TS; TC)—Lex Barker, Ann Smyrner—5229 (11-18-64)—Good program entry—Filmed in South Africa  
 COLLECTOR, THE—D-119m.—(C)—Terence Stamp, Samantha Eggar—5285 (5-26-65)—Intriguing, off-beat drama  
 65009 CURSE OF THE MUMMY'S TOMB, THE—MD-81m.—(TS; TC)—Terence Morgan—5249 (2-3-65)—Exploitable horror entry—English-made  
 65020 DIE, MY DARLING—MD-97m.—(EC)—Tallulah Bankhead, Stefanie Powers, Maurice Kaufman—5273 (4-14-65)—Good suspense shocker for horror fans—English-made  
 65013 EAST OF SUNDAN—MD-84m.—(TS; TC)—Anthony Quale, Sylvia Syms—5253 (2-17-65)—Well made escape yarn has Kipling flavor—English-made  
 65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience  
 65008 FINEST HOURS, THE—DOC-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made  
 65012 FIRST MEN IN THE MOON—MD-103m.—(PV; Lunacolor)—Edward Judd, Lionel Jeffries, Martha Hyer—5221 (10-21-64)—Good science fiction entry—Filmed in England  
 66002 GENGHIS KHAN—MD-124m.—(PV; C)—Omar Sharif, Stephen Boyd, James Mason, Francoise Dorleac—5277 (4-28-65)—Impressive adventure entry—Filmed abroad  
 65010 GORGON, THE—MD-83m.—(EC)—Peter Cushing, Christopher Lee—5249 (2-3-65)—Okay horror entry—English-made  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil  
 66001 LORD JIM—D-154m.—(Super Panavision 70; TC)—Peter O'Toole, James Mason, Curt Jurgens, Dalilah Lavi—5257 (3-3-65)—Conrad novel makes for fascinating adventure—Filmed abroad  
 65017 LOVE HAS MANY FACES—D-105m.—(EC)—Lana Turner, Cliff Robertson, Hugh O'Brian—5253 (2-17-65)—Highly lavish tale for the ladies  
 65018 MAJOR DUNDEE—MD-124m.—(PV; EC)—Charlton Heston, Richard Harris, Senta Berger—5261 (3-17-65)—Entertaining, action-packed chase film  
 65016 OUTLAWS IS COMING, THE—C-89m.—Three Stooges, Nancy Kovack—5245 (1-20-65)—Okay entry for kiddie and family trade  
 65003 RIDE THE WILD SURF—D-101m.—(EC)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans  
 66004 SHIP OF FOOLS—D-150m.—Vivien Leigh, Simone Signoret, Jose Ferrer—5281 (5-12-65)—A shipload of strangers on a voyage provides interesting film fare  
 65021 SYNANON—D-107m.—Edmond O'Brien, Chuck Connors, Stella Stevens, Alex Cord—5282 (5-12-65)—Gripping, well-made drama on effort to aid drug addicts  
 65014 WORLD WITHOUT SUN—DOC-93m.—(C)—Produced by Jacques-Yves Cousteau—5241 (12-30-64)—Fairly interesting under-sea documentary

## COMING

APACHE GOLD—(CS; C)—Lex Barker  
 ARIZONA RAIDERS, THE—(EC)—Audie Murphy  
 BUNNY LAKE IS MISSING—(PV)—Laurence Olivier Carol Linley—English-made  
 BEDFORD INCIDENT, THE—Richard Widmark, Sidney Poitier, James MacArthur  
 BORN FREE—(PV; C)—Bill Travers, Virginia McKenna  
 BRIGAND OF KANDAHAR, THE—(C)—Ronald Lewis, Yvonne Romain, Oliver Reed  
 CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made  
 CENTURIONS, THE—(PV; C)—Anthony Quinn, Claudia Cardinale  
 CHASE, THE—(PV; C)—Marlon Brando, Jane Fonda  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 FOG—(EC)—John Neville, Donald Houston—English-made  
 GREAT SIOUX MASSACRE, THE—Joseph Cotten  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 HEROES OF TELEMARK—(PV; C)—Kirk Douglas, Richard Harris  
 KING RAT—George Segal, Tom Courtenay, James Fox  
 LIFE AT THE TOP—Laurence Harvey, Jean Simmons—English-made  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 MAGIC WORLD OF TOPO GIGIO, THE—(C)—The Italian Mouse  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 NIGHT OF THE TIGER, THE—(C)—Chuck Connors  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newley, Anne Aubrey  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 TREASURE OF SILVER LAKE—(CS; C)—Lex Barker  
 WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes  
 WINTER A-GO-GO—James Stacy, Jill Donohue  
 YOU MUST BE JOKING—Michael Callan, Terry-Thomas—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

BEBO'S GIRL—D-94m.—Claudia Cardinale, George Chakiris—5237 (12-16-64)—Fair Import—Italian-made; English titles  
 CIRCLE OF LOVE—D-105m.—(EC)—Jane Fonda, Maurice Ronet, Catherine Spaak—5269 (3-31-65)—Affairs of the bedroom best suited for adult art and exploitation spots—Filmed abroad; dubbed in English  
 LOVE GODDESSES, THE—COMP-82m.—Stars of yesteryear—5258 (3-3-65)—Exploitable, moderately successful compilation of film clips  
 LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada  
 MEDITERRANEAN HOLIDAY—TRAV-128m.—(CS; TC)—Narration by Burl Ives—5221 (10-21-64)—Excellent travelogue  
 RATTLE OF A SIMPLE MAN—CD-96m.—Harry H. Corbett, Diane Cilento—5237 (12-16-64)—Good entry for adult art house audiences—English-made  
 SLAVE TRADE IN THE WORLD TODAY—DOC-86m.—(EC)—Produced by Meleno Malenotti—5233 (12-3-64)—Interesting documentary—Filmed abroad

## COMING

OMICRON—Renato Salvatori  
 TIME OF INDIFFERENCE—Claudia Cardinale, Shelley Winters, Rod Steiger  
 WORLD'S GREATEST SWINDLES—International Cast



# EMBASSY

**ADVENTURES OF SCARAMOUCHE, THE**—MD-98m.—(C)—Gerard Barry, Gianna Maria Canale—5233 (12-3-64)—Okay swashbuckler for the program—French-Italian made; dubbed in English  
**APE WOMAN, THE**—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles  
**BOUNTY KILLER, THE**—W-92m.—(TC; Techniscope)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program  
**CARTOUCHE**—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure Import for art spots—(French-made; English titles)  
**CONTEMPT**—D-99m.—(C-FS)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made  
**DINGAKA**—MD-98m.—(C)—Stanley Baker, Juliet Prowse—5285 (5-26-65)—Off beat tale of African native's search for vengeance is okay programmer—Filmed abroad  
**FASCIST, THE**—CD-102m.—Ugo Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles  
**HOUSE IS NOT A HOME, A**—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs  
**IL SUCCESSO**—D-103m.—Vittorio Gassman, Anouk Aimee—5286 (5-26-65)—Interesting Import—Italian-made; English titles  
**KIMBERLEY JIM**—D-82m.—(WS; C)—Jim Reeves, Madeleine Usher—5278 (4-28-65)—Pleasant programmer—Filmed abroad  
**LET'S TALK ABOUT WOMEN**—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles  
**MARRIAGE ITALIAN STYLE**—D-102m.—(EC)—Sophia Loren, Marcello Mastroianni—5241 (12-30-64)—Interesting Import with potent names—Italian-made; English titles  
**ONLY ONE NEW YORK**—DOC-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary  
**PASSIONATE THIEF, THE**—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English  
**REQUIEM FOR A GUNFIGHTER**—W-91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western  
**SANTA CLAUS CONQUERS THE MARTIANS**—FAN-80m.—(EC)—Leonard Hicks, John Call—5230 (11-18-64)—Cute seasonal entry for the kiddies  
**SEASIDE SWINGERS**—CMU-94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made  
**SECKET OF MAGIC ISLAND, THE**—NOV-63m.—(EC)—Narration by Philip Tonken—5278 (4-28-65)—Cute bit of fluff strictly for kiddies—French-made  
**THREE PENNY OPERA**—MU-83m.—(EC)—Curt Jurgens, Hildegard Neff, Sammy Davis Jr.—5237 (12-16-64)—Mediocre film of famous stage offering—German-made; dubbed in English

## COMING

**BILLY THE KID VS DRACULA**—(C)—John Carradine, Chuck Courtney  
**CASANOVA**—70—(WS; C)—Marcello Mastroianni, Michele Mercier—Italian-made  
**DARLING**—Dirk Bogarde, Julie Christie  
**GITI**—(WS; TC)—Jack Chaplain, Heather North  
**ITALIANO BRAVA GENTE**—Arthur Kennedy, Peter Falk  
**LITTLE NUNS, THE**—Catherine Spaak—Italian-made  
**PARANOIA**—Marcello Mastroianni, Catherine Spaak  
**TENTH VICTIM, THE**—Marcello Mastroianni, Ursula Andress  
**VILLAGE OF THE GIANTS**—(EC)—Tommy Kirk, Charla Doherty

## MGM DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AMERICANIZATION OF EMILY, THE**—CD-115m.—James Garner, Julie Andrews, Melvyn Douglas—5225 (11-4-64)—Solid entertainment for adult audiences  
6519 **CLARENCE, THE CROSS-EYED LION**—C-98m.—(MC)—Marshall Thompson, Betsy Drake—5254 (2-17-65)—Whimsical farce is fine family offering  
512 **GET YOURSELF A COLLEGE GIRL**—CMU-86m.—(MC)—Mary Ann Mobley, Chad Everett, Willard Waterman—5233 (12-3-64)—Watusi dance film for teenagers  
6518 **GIRL HAPPY**—CMU-96m.—(PV; MC)—Elvis Presley, Shelley Fabares—5245 (1-20-65)—Okay Presley entry  
6522 **GUNFIGHTERS OF CASA GRANDE**—W-92m.—(CS; MC)—Alex Nicol, Diana Lorys—5274 (4-14-65) Big scale western lacking in names—Filmed abroad  
6521 **HERCULES, SAMSON AND ULYSSES**—MD-85m.—(EC)—Kirk Morris, Richard Lloyd—5282 (5-12-65)—Italian-made spectacle with legendary heroes—Italian-made; dubbed in English  
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
6523 **HYSTERIA**—MD-86m.—Robert Webber, Lelia Goldoni—5269 (3-31-65)—Muddled meller for program—English-made  
6524 **JOY IN THE MORNING**—D-103m.—(MC)—Richard Chamberlain, Yvette Mimieux—5261 (3-17-65)—Romantic drama should have strong appeal for young adults  
506 **JOY HOUSE**—MD-98m.—(Franscope)—Jane Fonda, Lola Albright, Alain Deion—5225 (11-4-64)—Okay adult programmer—Made in France  
515 **LILI**—D-81m.—(TC)—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—5226 (11-4-64)—Reissue of high rating romantic drama for class and art spots—Reissue  
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—89m.—MGM starts—5210 (9-2-64)—Sell the names and nostalgia  
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made  
503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again  
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
6504 **OF HUMAN BONDAGE**—D-98m.—Klm Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England  
6529 **OPERATION CROSSBOW**—D-116m.—(PV; MC)—Sophia Loren, George Peppard, Trevor Howard—5274 (4-14-65)—Well-made, exciting tale of espionage in war  
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama  
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy  
6514 **QUICK BEFORE IT MELTS**—C-98m.—(PV; MC)—George Maharis, Anjanette Comer, Robert Morse—5238 (12-16-64)—Amusing comedy  
6516 **ROUNDERS, THE**—C-85m.—(PV; MC)—Glenn Ford, Henry Fonda—5246 (1-20-65)—Adult western horse story  
6520 **SANDOKAN THE GREAT**—MD-110m.—(TS; TC)—Steve Reeves—5274 (4-14-65)—Action packed jungle adventure—Italian-made; dubbed in English  
**SANDPIPER, THE**—D-116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural  
6526 **SHE**—MD-106m.—(CS; TC)—Ursula Andress, John Richardson—5274 (4-14-65)—Large scale film version of famous novel is exploitable—English-made  
6515 **SIGNPOST TO MURDER**—D-79m.—(PV)—Stuart Whitman, Joanne Woodward—5238 (12-16-64)—Bizarre whodunit for program—English-made  
513 **36 HOURS**—D-115m.—(PV)—James Garner, Rod Taylor, Eva Marie Saint—5233 (12-3-64)—Interesting drama  
**VICE AND VIRTUE**—MD-103m.—Annie Girardot, Catherine Deneuve, Robert Hossein—5262 (3-17-65)—Nazis in occupied France subject of strong Roger Vadim film—French-made; dubbed in English  
**YELLOW ROLLS-ROYCE, THE**—122m.—(MC; PV)—Rex Harrison, Shirley MacLaine, Ingrid Bergman, Omar Shariff—5246 (1-20-65)—Names should make this episodic offering a boxoffice natural—English-made  
6517 **YOUNG CASSIDY**—D-110m.—(TC)—Rod Taylor, Flora Robson—5258 (3-3-65)—Fine drama for discriminating audiences—Made in England  
505 **YOUNG LOVERS, THE**—D-108m.—Peter Fonda, Sharon Huguely, Nick Adams—5222 (10-21-64)—Adult drama of college love should attract  
509 **YOUR CHEATIN' HEART**—MUd-99m.—(PV)—George Hamilton, Susan Oliver, Red Buttons—5222 (10-21-64)—Country music entry is fair programmer  
6525 **ZEBRA IN THE KITCHEN**—CD-93m.—(MC)—Jay North, Martin Milner, Joyce Meadows—5262 (3-17-65)—Okay family picture especially for kid matinees

## COMING

**ALPHABET MURDERS, THE**—Tony Randall, Anita Ekberg—English-made  
**AROUND THE WORLD UNDER THE SEA**—(Panavision 65, MC)—Lloyd Bridges, Brian Kelly, Shirley Eaton  
**CINCINNATI KID, THE**—(MC)—Steve McQueen, Tuesday Weld, Ann-Margret  
**DOCTOR ZHIVAGO**—(PV; MC)—Omar Sharif, Rita Tushingham, Tom Courtenay, Alec Guinness  
**HARUM SCARUM**—(PV; MC)—Elvis Presley, Mary Ann Moley  
**HILL, THE**—Sean Connery, Michael Redgrave  
**LAUREL AND HARDY'S LAUGHING 20's**—Compilation  
**LIQUIDATOR, THE**—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
**LADY L**—(PV)—Sophia Loren, Paul Newman, David Niven  
**LOVED ONE, THE**—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer

Family Jewels, The ..... A1 Par.  
Fanny Hill ..... For.  
• Fantastic Voyage ..... Fox  
Fascist, The ..... EMB.  
Fate Is The Hunter ..... A1 Fox  
Father Goose ..... A1 U  
Ferry Cross The Mersey ..... A1 UA  
• Finger On The Trigger ..... AA  
Finest Hours, The ..... A1 Col.  
First Men In The Moon ..... A1 Col.  
Flesh Eaters, The ..... Misc.  
• Flight Of The Phoenix, The ..... Fox  
Flower Drum Song-Re ..... A2 U  
Fluffy ..... A1 U  
• Fog ..... Col.  
Fool Killer, The ..... A2 AA-Landau  
Fort Courageous ..... B Fox  
Four Days In November ..... A1 UA  
• Frankenstein Meets The Giant  
Devil Fish ..... A-I  
• Frankie and Johnny ..... UA

## G

Genghis Khan ..... A3 Col.  
Get Yourself A College Girl ... 8 MGM  
Girl Happy ..... 8 MGM  
Girl With Green Eyes ..... A4 For.  
Girls On The Beach ..... B Par.  
• Giti ..... A1 EMB  
• Glory Guys, The ..... A2 UA  
Go-Go Big Beat ..... For.  
Go Go Mania ..... A1 A-I  
Godzilla Vs The Thing ..... A1 A1  
Goldfinger ..... A3 UA  
Goodbye Charlie ..... A3 Fox  
Gorgon, The ..... A2 Col.  
Great Race, The ..... WB  
• Great Sioux Massacre, The ..... Col.  
Greatest Story Ever Told, The ... A1 UA  
• Groupe, The ..... UA  
Guide, The ..... A3 For.  
Gunfighters, At Casa Grande .... A2 MGM  
• Gunpoint ..... U  
Guns At Batasi ..... A3 Fox  
Guns Of August ..... A1 U

## H

Hallelujah Trail, The ..... A1 UA  
Hamlet ..... A1 WB  
Hard Day's Night, A ..... A1 UA  
• Harum Scarum ..... MGM  
Harlow ..... 8 Misc.  
Harlow ..... A3 Par.  
• Harvey Middleman, Fireman .. A2 Col.  
• Having A Wild Weekend ..... WB  
• Hawaii ..... UA  
• Help! ..... UA  
Hercules, Samson And Ulysses .. A1 MGM  
Hercules vs The Giant Warriors .. For.  
• Heroes Of Telemark ..... Col.  
High Wind In Jamaica, A ..... A2 Fox  
• Hill The ..... MGM  
Horrible Dr. Hichcock, The ..... For.  
Horror Of It All, The ..... A2 Fox  
• Hot Spy, Cold Corpse ..... AA  
House Is Not A Home, A ..... B Emb.  
How To Murder Your Wife ..... A3 UA  
• How To Stuff A Wild Bikini ..... A-I  
How The West Was Won ..... A1 MGM  
• Human Duplicators ..... AA  
Hush, Hush, Sweet Charlotte ... A3 Fox  
Hysteria ..... A3 MGM

I Saw What You Did ..... A3 U  
I'C Rather Be Rich ..... A2 U  
I'll Take Sweden ..... B UA  
Il Successo ..... A3 EM8  
Image Of Love ..... Misc.  
• Incident At Phantom Hill, The.. U  
Imitation Of Life-Re ..... A3 U  
In Harm's Way ..... B Par...  
Inheritance, The ..... Misc.  
• Inside Daisy Clover ..... WB  
• Italiano Brava Gente ..... EMB  
Invitation To A Gunfighter ..... A3 UA  
Ipcress File, The ..... A2 U

## J

John Goldfarb, Please Come  
Home ..... B Fox  
Joy House ..... B MGM  
Joy In The Morning ..... A3 MGM  
• Judith ..... Par.



## K

• Kid Rodelo .....	Par.
Kimberley Jim .....	A2 Emb.
• King Rat .....	Col.
Kiss Me, Stupid .....	C Misc.
Kisses For My President .....	A3 WB
Kitten With A Whip .....	B U
Knack, The .....	UA

## L

• Lady L .....	MGM
Last Man On Earth, The .....	A2 AI
Last Message From Saigon .....	AA
Last Woman of Shang, The .....	For.
• Laurel and Hardy's Laughing 20's .....	MGM
Lawrence Of Arabia .....	A2 Col.
Let's Talk About Women .....	C Emb.
• Lt. Robin Crusoe, U.S.N. ....	BV
Life At The Top .....	Col.
• Life In Danger, A .....	A2 AA
Lili-RE .....	A2 MGM
Lilli .....	A4 Col.
• Liquidator, The .....	MGM
• Little Nuns, The .....	Emb.
• Little Prince And The .....	
Eight-Headed Dragon, The .....	Col.
Lively Set, The .....	U
Living Between Two Worlds .....	A1 Misc.
Longest Day, The .....	A1
Lord Jim .....	Col.
Lost World Of Sinbad .....	A2 A-I
• Love And Kisses .....	A2 U
Love A La Carte .....	A4 For.
Love Goddesses .....	C Cont.
Love Has Many Faces .....	B
• Loved One, The .....	MGM
Luck Of Ginger Coffey, The .....	A3 Cont.

## M

Mme Olga's Massage Parlor ...	Misc.
• Madame X .....	U
• Made In Paris .....	MGM
Maedchen In Uniform .....	For.
• Magic World of Topo Gigio, The .....	A1 Col.
Major Dundee .....	A2 Col.
Male Hunt .....	B For.
• Man Could Get Killed, A .....	U
Man From Button Willow, The .....	A1 Misc.
Man In The Dark .....	A3 U
Man Who Couldn't Walk, The .....	For.
Mara Of The Wilderness .....	A1 AA
Marriage-Italian Style .....	A4 Emb.
• Marriage On The Rocks .....	WB
Mary Poppins .....	A1 BV
Masquerade .....	A2 UA
Master Spy .....	A1 AA
• Maya .....	MGM
McHale's Navy Joins the .....	
Air Force .....	A1 U
Mediterranean Holiday .....	A1 Cont.
MGM's Big Parade Of Comedy .....	A1 MGM
• Mickey One .....	Col.
Mirage .....	A2 U
• Mister Buddwing .....	MGM
Mister Moses .....	A2 UA
Model Murder Case, The .....	For.
• Moment To Moment .....	U
Mondo Pazzo .....	C For.
• Monkey's Uncle, The .....	A1 BV
• Money Trap, The .....	B MGM
Moro Witch Doctor .....	A2 Fox
• Morituri .....	A3 Fox
• Moving Target, The .....	WB
Murder Ahoy .....	A1 MGM
Murder Most Foul .....	A1 MGM
• Murieta .....	WB
Mutiny In Outer Space .....	AA
Mutiny On The Bounty .....	A2 MGM
My Baby Is Black .....	For.
My Blood Runs Cold .....	A2 WB
My Fair Lady .....	A1 WB
My Wife's Husband .....	A3 For.

## N

Naked Brigade, The .....	A2 U
Naked Kiss, The .....	A3 AA
• Naked Prey, The .....	B Par.
• Nanny, The .....	Fox
Nasty Rabbit, The .....	Misc.
• Navajo Run .....	A1
• Never Too Late .....	WB
New Angels, The .....	C For.
• New World, A .....	UA
• Night Of The Tiger, The .....	Col.
Night Train To Paris .....	A2 Fox
Night Walker, The .....	A2 U
Nightmare In The Sun .....	A3 Misc.
None But The Brave .....	A2 WB
Not on Your Life .....	For.
Nothing But A Man .....	A3 Misc.

## O

Of Human Bondage .....	B MGM
• Oh Dad, Poor Dad, Mama's .....	
Hung You In the Closet and .....	
I'm Feeling So Sad .....	Par.
• Omicron .....	Cont.
• Once A Thief .....	A3 MGM
One Way Pendulum .....	A2 For.
Onibaba .....	For.
Only One New York .....	A1 Emb.
Operation SNAFU .....	A3 AI

MADE IN PARIS—(PV; MC)—Ann-Margaret, Louis Jourdan  
 MAYA—(PV; MC)—Clint Walker, Jay North  
 MISTER BUDDWING—(PV)—James Garner, Jean Simmons, Suzanne Pleshette  
 MONEY TRAP, THE—(PV)—Glenn Ford, Elke Sommer  
 ONCE A THIEF—(PV)—Alain Delon, Ann-Margaret, Van Heflin, Jack Palance  
 PASSPORT TO OBLIVION—(PV)—David Niven, Francoise Dorleac  
 PATCH OF BLUE, A—(PV)—Sidney Poitier, Shelley Winters  
 SECRET OF MY SUCCESS, THE—(PV; C)—Shirley Jones, James Booth  
 SEVEN WOMEN—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton  
 SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6420	AMOROUS ADVENTURES OF MOLL FLANDERS, THE—C-126m.—(PV; TC)—Kim Novak, Richard Johnson, Angela Lansbury—5286 (5-26-65)—Naughty but nice funfest for adults—Made in England
6414	BLACK SPURS—W-81m.—(TC)—Rory Calhoun, Terry Moore, Linda Darnell, Scott Brady—5282 (5-12-65)—Satisfactory action for western fans with names to help
6407	BOY TEN FEET TALL, A—D-88m.—(CS; TC)—Edward G. Robinson, Constance Cummings, Fergus McClelland—5246 (1-20-65)—Interesting entry for young and old alike—Filmed abroad
R6402	CADDY, THE—C-95m.—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue should have Martin-Lewis appeal—Reissue
6410	CRACK IN THE WORLD—MD-96m.—(TC)—Dana Andrews, Janette Scott—5254 (2-17-65)—Good science fiction entry
6406	DISORDERLY ORDERLY, THE—C-90m.—(TC)—Jerry Lewis, Susan Oliver—5238 (12-16-64)—Typical Jerry Lewis farce primarily for kids
6415	DR. TERROR'S HOUSE OF HORRORS—D-98m.—(TC)—Peter Cushing, Christopher Lee—5275 (4-14-65)—Off-beat horror entry has interest—English-made
6422	FAMILY JEWELS, THE—C-100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans
6419	GIRLS ON THE BEACH, THE—MU-80m.—(TC)—Martin West, Noreen Corcoran, The Crickets, The Beach Boys, Lesley Gore—5282 (5-12-65)—Bikinis plus rock 'n' roll add up to teen fun
	HARLOW—D-125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess
6418	IN HARM'S WAY—D-165m.—(PV)—John Wayne, Kirk Douglas, Patricia Neal—5269 (3-31-65)—Impressive entertainment should register well with general audiences
R6408	PSYCHO—MD-109m.—Anthony Perkins, Vera Miles, John Gavin, Janet Leigh—5247 (1-20-65)—Reissue is rare experience in horror—(Reissue)
6405	ROUSTABOUT—CMU-101m.—(TS; TC)—Elvis Presley, Barbara Stanwyck, Joan Freeman—5230 (11-18-64)—Okay Presley musical for his fans
	SONS OF KATIE ELDER, THE—W-122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western
6325	SYLVIA—D-115m.—Carroll Baker, George Maharis, Edmond O'Brien—5249 (2-3-65)—Interesting drama for adults
6404	WHERE LOVE HAS GONE—D-114m.—(TS; TC)—Susan Hayward, Bette Davis, Michael Connors, Joey Heatherton—5222 (10-21-64)—Adult drama with particular appeal for women has big boxoffice potential
R6413	WORLD OF SUZIE WONG, THE—D-129m.—(TC)—William Holden, Nancy Kwan—5262 (3-17-65) High rating, colorful screen version of hit book and play—Reissue
6411	YOUNG FURY—W-80m.—(TS; TC)—Rory Calhoun, Virginia Mayo, John Agar—5249 (2-3-65)—Okay western for program
R6403	YOU'RE NEVER TOO YOUNG—C-102m.—(TC)—Dean Martin, Jerry Lewis—5222 (10-21-64)—Reissue is better Martin and Lewis comedy—Reissue

## COMING

ALFIE—(TS; TC)—Michael Caine, Shelly Winters, John Mills—English-made  
 APACHE UPRISING—(TS; TC)—Rory Calhoun, Corinne Calvert, Lon Chaney  
 BOEING—BOEING—(TC)—Jerry Lewis, Tony Curtis  
 JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins  
 KID RODELO—Don Murray, Janet Leigh, Broderick Crawford  
 PROMISE HER ANYTHING—(TC)—Warren Beatty, Leslie Caron—English-made  
 OH DAD, POOR DAD, MAMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Robert Morse, Jonathan Winters.  
 NAKED PREY, THE—(PV; TC)—Cornel Wilde  
 RED LINE 7000—(TC)—Gail Hare, James 'Skip' Ward, Laura Devon  
 REVENGE OF THE GLADIATORS, THE—(TS; TC)—Roger Browne  
 SANDS OF THE KALAHARI—(PV; EC)—Stuart Whitman, Stanley Baker, Susannah York  
 SECONDS—Rock Hudson, Salome Jens  
 SEVEN SLAVES AGAINST THE WORLD—(TS; TC)—Roger Browne  
 SITUATION HOPELESS BUT NOT SERIOUS—Alac Guinness, Michael Connors  
 SKULL, THE—(TS; TC)—Peter Cushing, Christopher Lee  
 SLENDER THREAD, THE—Sidney Poitier, Anne Bancroft  
 SPY WHO CAME IN FROM THE COLD, THE—Richard Burton, Claire Bloom  
 TOWN TAMER—(TC; TS)—Dana Andrews, Terry Moore

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

425	APACHE RIFLES—MD-92m.—(DC)—Audie Murphy, Linda Lawson—5230 (11-18-64)—Okay program entry
430	BACK DOOR TO HELL—MD-68m.—Jimmie Rodgers, Jack Nicholson—5234 (12-3-64)—Okay programmer
444	CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
503	DEAR BRIGITTE—C-100m.—(CS; DC)—James Stewart, Billy Mumy, Brigitte Bardot—5250 (2-3-65)—Amusing comedy
424	EARTH DIES SCREAMING, THE—MD-62m.—Willard Parker, Virginia Field—5226 (11-4-64)—Okay science fiction meller for duallers—English-made
423	FATE IS THE HUNTER—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
516	FORT COURAGEOUS—W-72m.—Fred Bier, Donald Barry, Hanna Lanoy—5278 (4-28-65)—Okay Programmer
428	GOODBYE CHARLIE—C-117m.—(CS; DC)—Tony Curtis, Debbie Reynolds, Pat Boone—5226 (11-4-64)—Cute comedy with potent cast
417	GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
	HIGH WIND IN JAMAICA, A—D-104m.—(CS; DC)—Anthony Quinn, Lila Kedrova, James Coburn—5286 (5-26-65)—Off-beat drama can go art or regular
422	HORROR OF IT ALL, THE—CMD-76m.—Pat Boone, Erica Rogers—5222 (10-21-64)—Good comedy thriller for duallers—English-made
504	HUSH, HUSH, SWEET CHARLOTTE—D-133m.—Bette Davis, Olivia de Havilland, Joseph Cotten, Agnes Moorehead—5247 (1-20-65)—Highly effective horror entry
507	JOHN GOLDFARB, PLEASE COME HOME—C-96m.—(CS; DC)—Shirley MacLaine, Peter Ustinov, Richard Crenna—5230 (11-18-64)—Wacky comedy should prove effective crowd pleaser
414	LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
431	MORO WITCH DOCTOR—MD-61m.—Jock Mahoney, Margla Dean—5230 (11-18-64)—Fair programmer—Filmed in the Philippines
420	NIGHT TRAIN TO PARIS—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made
502	PLEASURE SEEKERS, THE—CD-107m.—(CS; DC)—Ann-Margret, Tony Franciska, Carol Lynley—5242 (12-30-64)—Entertaining entry
427	RAIDERS FROM BENEATH THE SEA—MD-73m.—Ken Scott, Merry Anders—5247 (1-20-65)—Fair programmer
426	RIO CONCHOS—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action
555	SOUND OF MUSIC, THE—MU-174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
	THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—C-133m.—(Todd-AO-DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment.
	UP FROM THE BEACH—D-99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
416	VISIT, THE—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
	VON RYAN'S EXPRESS—MD-117m.—(DC)—Frank Sinatra/Trevor Howard—5286 (5-26-65)—Good action and suspense entry
508	WAR PARTY—W-72m.—Michael T. Mikler, Davey Davison, Donald Barry—5262 (3-17-65)—Okay Programmer
421	WITCHCRAFT—MD-79m.—Lon Chaney, Diana Clare, David Weston—5222 (10-21-64)—Good horror meller dualler—English made
	ZORBA, THE GREEK—D-142m.—Anthony Quinn, Alan Bates, Irene Papas—5238 (12-16-64)—Fine drama—Filmed in Greece—International Classics

## COMING

AGONY AND THE ECSTASY, THE—(TODD-AO; DC)—Charlton Heston, Rex Harrison



BEACH HOUSE PARTY—Frankie Randall, The Astronauts  
 CURSE OF THE FLY, THE—(CS)—Brian Donlevy—English-made  
 CONVICT STAGE—Harry Lauter, Donald Barry  
 DEVILS OF DARKNESS—(DC)—William Sylvester, Carole Gray  
 DO NOT DISTURB—(CS; DC)—Doris Day, Rod Taylor  
 EL GRECO—Mel Ferrer, Rosanna Schiaffino  
 FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien  
 FLIGHT OF THE PHOENIX, THE—James Stewart, Peter Finch, Ernest Borgnine  
 MORITURI—Marlon Brando, Yul Brynner, Janet Margolin  
 NANNY, THE—Bette Davis, Wendy Craig—English-made  
 OUR MAN FLINT—(CS; DC)—James Coburn, Gila Gulan, Lee J. Cobb  
 OUTLAWS OF RED RIVER, THE—George Montgomery  
 RAPTURE—(CS)—Patricia Gozzi, Melvyn Douglas  
 REWARD, THE—(CS; DC)—Max Von Sydow, Efrem Zimbalist, Jr., Yvette Mimieux  
 SPACE FLIGHT IC-1—Bill Williams—English-made

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6502 FERRY CROSS THE MERSEY—MU-86m.—Gerry and The Pacemakers—5250 (2-3-65)—Rock 'n' roll for teen-agers—English-made—(Brian Epstein)  
 6422 FOUR DAYS IN NOVEMBER—DOC-120m.—Narrated by Richard Basehart—5223 (10-21-64)—Well-made, thrilling documentary on President Kennedy assassination—Wolper  
 6501 GREATEST STORY EVER TOLD, THE—D-194m.—(CN; TC)—Max Von Sydow, Dorothy McGuire, Charlton Heston—5254 (2-17-65)—A production of note—Stevens  
 6426 GOLDFINGER—MD-108m.—(TC)—Sean Connery, Gert Frobe, Honor Blackman—5231 (11-18-64)—Another boxoffice bonanza with Agent 007—English-made; Saltzman-Broccoli  
 6512 HALLELUJAH TRAIL, THE—C-156m.—(Cinerama; TC)—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch  
 6414 HARD DAY'S NIGHT, A—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made  
 6503 HOW TO MURDER YOUR WIFE—C-118m.—(TC)—Jack Lemmon, Vira Lisi, Terry-Thomas—5247 (1-20-65)—Fun entry is good for many laughs but could use trimming—Axelrod  
 6509 I'LL TAKE SWEDEN—C-96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290 (6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small  
 6418 INVITATION TO A GUNFIGHTER—D-92m.—(DC)—Yul Brynner, Brad Dexter, Janice Rule—5223 (10-21-64)—Top performances assist moody western—Kramer  
 KNACK, THE—AND HOW TO GET IT—C-84m.—Rita Tushing Ham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert  
 6508 MASQUERADE—CAD-101m.—(EC)—Cliff Robertson, Jack Hawkins—5278 (4-28-65)—Entertaining comedy adventure — Filmed abroad—Novus  
 6506 MR. MOSES—CD-113m.—(PV; TC)—Robert Mitchum, Carroll Baker—5275 (4-14-65)—Off-beat African adventure comedy is thoroughly entertaining—Ross-Talbot  
 6505 SATAN BUG, THE—MD-114m.—(PV; DC)—George Maharis, Richard Basehart, Anne Francis—5262 (3-17-65)—Suspenseful yarn loaded with action and thrills—Mirisch-Kappa  
 6417 SECRET INVASION, THE—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman  
 6419 TOPKAPI—CD-120m.—(C)—Melfina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways  
 6507 TRAIN, THE—D-133m.—Burt Lancaster, Paul Scofield, Jeanne Moreau—5259 (3-3-65)—High rating war-time adventure entry—Filmed in France  
 6510 WHAT'S NEW PUSSYCAT?—C-108m.—(DC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman  
 6416 WOMAN OF STRAW—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made

### COMING

AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro  
 BILLIE—(C)—Patty Duke, Warren Berlinger, Jim Backus—Chrislaw  
 CAST A GIANT SHADOW—(PV; C)—Kirk Douglas, Santa Berger, Frank Sinatra—Mirisch  
 FRANKIE AND JOHNNY—(TC)—Elvis Presley—Admiral  
 CHINESE ADVENTURES IN CHINA—(C)—Jean Paul Belmondo—Ursula Andress  
 GROUPE, THE—(WS; C)—Candice Bergen, James Broderick—Feldman  
 GLORY GUYS, THE—(PV; DC)—Tom Tryon, Harve Presnell, Santa Berger—Levy-Gardner—Laven  
 HAWAII—(PV; C)—Julie Andrews, Max Von Sydow—Mirisch  
 HELPI—(EC)—The Beatles  
 NEW WORLD, A—Nino Castanova, Christine De La Roche—Saltzman  
 RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch  
 RETURN FROM THE ASHES—Maximilian Schell, Samantha Eggar—Mirisch  
 THUNDERBALL—(PV, TC)—Sean Connery—Bernard Lee, Lois Maxwell  
 THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris  
 VIVA MARIA—(C)—Brigitte Bardot, George Hamilton—Dancigers-Malle

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ANDY—D-86m.—Norman Alden—5250 (2-3-65)—Off-beat character study for art and specialty houses  
 6517 ART OF LOVE, THE—C-99m.—(TC)—James Garner, Elke Sommer, Dick Van Dyke—5283 (5-12-65)—Amusing comedy has names to help  
 6507 BUS RILEY'S BACK IN TOWN—D-93m.—(EC)—Ann-Margaret, Michael Parks—5263 (3-17-65)—Portrayal of boy maturing in fast company has James Dean touch  
 6501 FATHER GOOSE—C-117m.—(TC)—Cary Grant, Leslie Caron, Trevor Howard—5231 (11-18-64)—Top names bolster mild comedy  
 6512 FLOWER DRUM SONG—MU-131m.—(C; PV)—Nancy Kwan, James Shigeta—5287 (5-26-65)—Reissue, is highly entertaining, pleasure-packed musical—Reissue  
 6513 FLUFFY—C-92m.—(C)—Tony Randall, Shirley Jones—5275 (4-14-65)—Cute comedy for youngsters and family audiences  
 6502 GUNS OF AUGUST, THE—DOC-99m.—Created and produced by Nathan Kroll—5239 (12-16-64)—Interesting documentary on World War I  
 6524 IPCRESS FILE, THE—MD-108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made  
 6423 I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names  
 6511 IMITATION OF LIFE—D-124m.—(EC)—Lana Turner, John Gavin, Sandra Dee—5287 (5-26-65)—Reissue is high rating drama—Reissue  
 6522 I SAW WHAT YOU DID—MD-82m.—Joan Crawford, John Ireland, Andi Garrett, Sharyl Locke—5283 (5-12-65)—Good suspense programmer  
 6427 KITTEN WITH A WHIP—MD-83m.—Ann-Margret, John Forsythe—5226 (11-4-64)—Unpleasant entry for the program  
 6425 LIVELY SET, THE—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders  
 6506 MAN IN THE DARK—D-80m.—William Sylvester, Barbara Sheilley—5250 (2-3-65)—Okay programmer—English-made  
 6518 MC HALE'S NAVY JOINS THE AIR FORCE—C-90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel to initial release and regular tv show  
 6514 MIRAGE—D-109m.—Gregory Peck, Diane Baker—5287 (5-26-65)—Very good suspense thriller  
 6516 NAKED BRIGADE, THE—MD-99m.—Shirley Eaton, Ken Scott—5278 (4-28-65)—Fair programmer—Filmed in Greece; partially titled  
 6503 NIGHT WALKER, THE—D-86m.—Barbara Stanwyck, Robert Taylor, Hayden Rorke—5242 (12-30-64)—Horror entry has angles  
 6515 SECRET OF BLOOD ISLAND, THE—MD-84m.—Barbara Shelley, Jack Hadley—5279 (4-28-65)—Unpleasant programmer—English-made  
 6426 SEND ME NO FLOWERS—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy  
 6521 SHENANDOAH—D-105m.—(TC)—James Stewart, Doug McClure, Rosemary Forsyth—5279 (4-28-65)—Fine drama heightened by impressive Stewart performance  
 6428 SING AND SWING—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made  
 6505 STRANGE BEDFELLOWS—98m.—(TC)—Rock Hudson, Gina Lollobrigida—5239 (12-16-64)—Cute comedy with potent cast  
 6509 SWORD OF ALI BABA—MD-81m.—(C)—Peter Mann, Jocelyn Lane—5270 (3-31-65)—Okay programmer  
 6504 TAGGART—W-85m.—(C)—Tony Young, Dan Duryea, Elsa Cardenas—5239 (12-16-64)—Okay western  
 6508 TRUTH ABOUT SPRING, THE—CD-102m.—(TC)—Hayley Mills, John Mills, James MacArthur—5270 (3-31-65)—Fairly entertaining entry—Filmed abroad  
 6520 VERY SPECIAL FAVOR, A—C-104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy  
 6519 WILD SEED—D-99m.—Michael Parks, Cella Kaye, Eve Novak—5263 (3-17-65)—Effective program entry  
 6510 WORLD OF ABBOTT AND COSTELLO, THE—COMP-75m.—Bud Abbott, Lou Costello—5275 (4-14-65)—Compilation offers the best of the team's films.

Operation Crossbow ..... A1 MGM  
 • O.S.S. 117 ..... AA  
 • Our Man Flint ..... Fox  
 • Outlaws Is Coming, The ..... A1 Col.  
 • Outlaws Of Red River, The ..... Fox  
 • Outrage, The ..... A3 MGM  
 Over There—1914-1918 ..... For

### P

Palama Party ..... B A-I  
 • Paranoia ..... Emb.  
 • Passionate Thief, The ..... A3 Emb.  
 • Passport To Oblivion ..... MGM  
 • Patch of Blue, A ..... MGH.  
 Pawnbroker, The ..... C AA-Landau  
 • Pie In The Sky ..... A3 AA  
 • Planet of Terror, The ..... AI  
 • Playboy ..... Col.  
 • Play It Cooler ..... Col.  
 • Pleasure Seekers, The ..... B Fox  
 • Promise Her Anything ..... Par.  
 Psycho-Re. ..... B Par.  
 Psychomania ..... Misc.  
 Pumpkin Eater, The ..... A4 For.

### Q

Quick, Before It Melts ..... B MGM  
 Quo Vadis—Re. .... A1 MGM

### R

• Racing Fever ..... 8 AA  
 • Rage To Live, A ..... A3 UA  
 Raiders From Beneath The Sea ..... B Fox  
 • Rapture ..... Fox  
 • Rare Breed, The ..... U  
 Rattle Of A Simple Man ..... Cont.  
 Ready For The People ..... WB  
 Red Desert ..... A4 Foir.  
 Red Lanterns ..... For.  
 • Red Line 7000 ..... Par.  
 Requiem For A Gun Fighter ... EMB  
 • Return From The Ashes ..... UA  
 • Revenge Of The Gladiators, The . Par.  
 • Reward, The ..... Fox  
 Ride The Wild Surf ..... A1 Col.  
 Rio Conchos ..... A3 Fox  
 Rounders, The ..... A3 MGM  
 Roustabout ..... A2 Par.

### S

Sampson vs The Giant King .... For.  
 Sandokan, The Great ..... A1 MGM  
 Sandpiper, The ..... B MGM  
 • Sands of The Kalahari ..... Par.  
 Santa Claus Conquers The Martians ..... A1 Emb.  
 Satan Bug, The ..... A2 UA  
 Scarlet Letter, The ..... Misc.  
 Seaside Swingers ..... A1 Emb.  
 • Seconds ..... Par.  
 Secret Door, The ..... A2 AA  
 Secret Invasion, The ..... A2 UA  
 Secret Of Blood Island ..... A2 U  
 Secret Of Magic Island ..... A1 Emb.  
 • Secret Of My Success, The ..... A2 MGM  
 Send Me No Flowers ..... A2 U  
 • Senilla ..... Col.  
 Sergeant Deadhead ..... AI  
 7 Dwarfs To The Rescue, The ... For.  
 • Seven Slaves Against The World Par.  
 • Seven Women ..... MGM  
 Sex And The Single Girl ..... B WB  
 She ..... A2 MGM  
 Shenandoah ..... AI U  
 Ship Of Fools ..... A3 Col.  
 Signpost To Murder ..... A3 MGM  
 Sing And Swing ..... A2 U  
 • Situation Hopeless But Not Serious ..... Par.  
 Ski Party ..... A2 AI  
 • Skull, The ..... Par.  
 Slave Trade In The World Today A3 Cont.  
 • Slender Thread, The ..... Par.  
 So Dear To My Heart—Re ..... AI BY  
 • Son Of A Gunfighter ..... MGM  
 Sons Of Katie Elder, The ..... AI Par.  
 Sound Of Music, The ..... AI Fox  
 • Space Flight IC-1 ..... Fox  
 • Spy Who Came In From The Cold, The ..... Par.  
 Station Six Sahara ..... B AA  
 Stop Train 349 ..... A2 AA  
 Strange Bedfellows ..... A3 U  
 Sweet And Sour ..... C For.  
 • Swinger's Paradise ..... AI AI  
 Swingin' Summer, A ..... Misc.  
 Sword of Ali Baba, The ..... AI U  
 Sword Of El Cid, The ..... For.  
 Sylvia ..... B Par.  
 Symphony For A Massacre ..... For.  
 Synanon ..... A3 Col.



Taboos of the World ..... A4 AI  
 • Tatty, And The Jungle Hunter ... A1 AA  
 Taggart ..... A2 U  
 T-A-M-I Show, The ..... Misc.  
 Tattooed Police Horse, The ..... A1 BV  
 Taxi for Torbuk ..... A2 For.  
 • Tennessee Jamboree ..... AA  
 • Tenth Victim, The ..... EMB.  
 Terrace, The ..... C For.  
 Thank Heaven For Small Favors ..... For.  
 • That Darn Cat ..... BV  
 • That Funny Feeling ..... A2 U  
 • These Are The Damned ..... Col.  
 • Thing at the Door, The ..... WB  
 Three Penny Opera ..... A3 Emb.  
 Third Day, The ..... A3 WB  
 36 Hours ..... A2 MGM  
 Those Calloways ..... A1 BV  
 Those Magnificent Men In Their  
 Flying Machines ..... A1 Fox  
 • Thousand Clowns, A ..... UA  
 • Thunderball ..... UA  
 Tickle Me ..... A2 AA  
 • Tiko And The Shark ..... MGM  
 • Time Of Indifference ..... Cont.  
 Time Travelers, The ..... B A-I  
 Tomb Of Ligeia ..... A2 A-I  
 Topkapi ..... A3 UA  
 • Town Tamer ..... A2 Par.  
 Train, The ..... A1 UA  
 • Treasure Of Silver Lake ..... Col.  
 Truth About Spring, The ..... A1 U  
 Two On a Guillotine ..... A3 WB

## U

• Ugly Dachshund, The ..... BV-  
 Umbrellas Of Cherbourg, The.. A3 .AA-  
 Landau  
 • Under Age ..... B AI  
 Unearthly Stranger ..... A1 A-I  
 Up From The Beach ..... A1 Fox

## V

Very Special Favor, A ..... A3 U  
 Vice And Virtue ..... B MGM  
 • Village Of The Giants ..... Emb.  
 Vislt, The ..... A4 Fox  
 • Viva Maria ..... UA  
 Von Ryan's Express ..... A1 Fox  
 Voyage To The End Of  
 The Universe ..... A1 A-I

## W

Walls Of Hell, The ..... A2 Misc.  
 • War Lord, The ..... U  
 War Gods Of The Deep ..... A-I  
 War of the Zombies ..... AI  
 War Party ..... A1 Fox  
 • Watch It, Sailor ..... Col.  
 What's New, Pussycat ..... UA  
 Where Love Has Gone ..... A3 Par.  
 White Voices ..... C For.  
 Why Bother To Knock? ..... B For.  
 Wild Seed ..... A3 U  
 • Winter A-Go-Go ..... Col.  
 Witchcraft ..... A2 Fox  
 Woman Is A Woman, A ..... For.  
 Women Of Straw ..... A3 UA  
 Woman Who Wouldn't Die, The A3 WB  
 • Wonderful Life ..... A-I  
 World Of Abbott & Costello, The A1 U  
 World of Suzie Wong, The—RE. B Par.  
 World Without Sun ..... A1 Col.  
 • World's Greatest Swindles .... Cont.

## Y

Yellow Rolls, Royce, The ..... A4 MGM  
 Yolanta ..... For  
 • You Must Be Joking ..... Col.  
 Youngblood Hawke ..... A3 WB  
 Young Cassidy ..... A3 MGM  
 Young Dillinger ..... B AA  
 Young Fury ..... Par.  
 Young Lovers, The ..... A3 MGM  
 Your Cheatin' Heart ..... A2 MGM  
 Your'e Never Too Young—Re. .. A2 Par.

## Z

Zebra In The Kitchen ..... A1 MGM  
 Zorba, The Greek ..... A4 Fox

## COMING

AND NOW MIGUEL—(TC)—Pat Cardl, Michael Ansara  
 ARABESQUE—(TC)—Gregory Peck, Sophia Loren  
 BLINDFOLD—(TC)—Rock Hudson, Claudia Cardinale  
 DARK INTRUDER—Leslie Nielsen, Mark Richman  
 GUNPOINT—(TC)—Audie Murphy  
 INCIDENT AT PHANTOM HILL, THE—(TC)—Robert Fuller, Jocelyn Lane  
 LOVE AND KISSES—(TC) Rick Nelson, Jack Kelly, Kristin Nelson  
 MADAME X—(TC)—Lana Turner, John Forsythe, Ricardo Montalban  
 MAN COULD GET KILLED, A—(TC)—James Garner, Melina Mercouri, Sandra Dee  
 MOMENT TO MOMENT—(TC)—Jean Seberg, Honor Blackman  
 RARE BREED, THE—(PV; TC)—James Stewart, Maureen O'Hara  
 THAT FUNNY FEELING—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor  
 WAR LORD, THE—(PV; TC)—Charlton Heston, Rosemary Forsyth, Richard Boone

## WARNER BROS.

### DISTRIBUTED DURING THE PAST 12 MONTHS

458 BATTLE OF THE VILLA FIORITA, THE—D-111m.—(PV;TC)—Maureen O'Hara, Rossano Brazzi, Richard Todd—5287 (5-26-65)  
 —Uneven romantic tale aimed at gals  
 460 BRAINSTORM—D-114m.—(PV)—Jeff Hunter, Anne Francis, Dana Andrews—5283 (5-12-65)—Psychological drama holds interest  
 480 CHEYENNE AUTUMN—AD-145m.—(PV 70; TC)—James Stewart, Edward G. Robinson, Richard Widmark, Carroll Baker—5223  
 (10-21-64)—Highly interesting outdoor adventure entry  
 455 DEAR HEART—D-114m.—Glenn Ford, Geraldine Page—5239 (12-16-64)—Mildly entertaining  
 GREAT RACE, THE—C-150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5299 (7-7-65)—Comedy blockbuster is  
 headed for the top  
 478 HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the  
 Shakespeare classic  
 451 KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast  
 479 MY FAIR LADY—MU-170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment  
 headed right for the top  
 457 NONE BUT THE BRAVE—D-108m.—(PV; TC)—Frank Sinatra, Clint Walker, Tommy Sands—5255 (2-17-65)—Gory effort gives  
 two-sided view of war on small scale  
 459 MY BLOOD RUNS COLD—MD-104m.—(PV)—Troy Donahu Joey Heatherton—5270 (3-31-65)—Mild horror meller with names  
 to lure youngsters  
 452 READY FOR THE PEOPLE—MD-54m.—Simon Oakland, Anne Helm—5227 (11-4-64)—Okay for program filler  
 454 SEX AND THE SINGLE GIRL—C-114m.—(TC)—Tony Curtis, Natalie Wood, Henry Fonda—5242 (12-30-64)—Frenzied farce with  
 leers and laughs  
 THIRD DAY, THE—D-119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5298 (7-7-65)—Interesting drama  
 456 TWO ON A GUILLOTINE—MD-107m.—(PV)—Connle Stevens, Dean Jones, Cesar Romero—5247 (1-20-65)—Fast moving chiller  
 461 WOMAN WHO WOULDN'T DIE, THE—MD-84m.—Garry Merrill, Jane Marrow, Georgiana Cookson—5283 (5-12-65)—Okay  
 murder meller for the programs—English-made  
 453 YOUNGBLOOD HAWKE—D-137m.—James Franciscus, Suzanne Pleshette, Genevieve Page—5227 (11-4-64)—Classy effort misses  
 dramatic mark

## COMING

BATTLE OF THE BULGE—(CN; TC)—Henry Fonda, Robert Shaw  
 CRACK OF THE WHIP—(C)—Clint Walker  
 HAVING A WILD WEEKEND—Dave Clark Five—English-made  
 INSIDE DAISY CLOVER—(PV, TC)—Natalie Wood, Christopher Plummer  
 MARRIAGE ON THE ROCKS—(TC; PV)—Frank Sinatra, Deborah Kerr, Dean Martin  
 MOVING TARGET, THE—(PV; TC)—Paul Newman, Lauren Bacall  
 MURIETA—(C)—Jeff Hunter, Arthur Kennedy  
 NEVER TOO LATE—(TC)—Paul Ford, Maureen O'Sullivan, Connie Stevens  
 THING AT THE DOOR, THE—Troy Donohue

## MISCELLANEOUS

ACROSS THE RIVER—D-85m.—Lou Gilbert, Kay Doubleday—5266 (3-17-65)—Off-beat drama for art spots—R. M. Franchi  
 BUS, THE—DOC-62m.—Produced and photographed by Haskell Wexler—5290 (6-9-65)—Tale of a group with a cause for  
 selective audiences—Edward Harrison  
 CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—  
 Woolmer Bros.  
 COOL WORLD, THE—DOC-105m.—Hampton Clanton, Yolanda Rodriguez—5224 (10-21-64)—Authentic reenacted documentary  
 on Harlem can be sold—Cinema V  
 CURSE OF THE STONE HAND—MD-72m.—Ernest Walch, John Carradine, Sheila Bon—5266 (3-17-65)—Confused lower half  
 horror entry—Associated Distributors Pictures  
 ELEANOR ROOSEVELT STORY, THE—DOC-90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Sidney  
 Glazier Prod.  
 FACE OF THE SCREAMING WEREWOLF—MD-60m.—Lon Chaney, Landa Varle—5266 (3-17-65)—Horror entry for the lower  
 half—Associated Distributors Pictures  
 FLESH EATERS, THE—MD-90m.—Rita Morley, Byron Sanders, Martin Losleck—5224 (10-21-64)—Program horror meller—C.D.A.  
 HARLOW—D-109m.—(Electronovision)—Carol Lynley, Efrem Zimbalist, Jr.—5287 (5-26-65)—Reputed biography of former  
 film star is mildly entertaining—Magna  
 IMAGE OF LOVE—DOC-90m. (EC)—Written, directed and produced by Lou Stoumen—5299 (7-7-65)—Fairly interesting doc-  
 umentary on love through the ages—Green Releasing Org.  
 INHERITANCE, THE—DOC-60m.—Narrated by Robert Ryan—5234 (12-3-64)—Documentary on rise of the unions needs special  
 treatment—Harold Mayer  
 KISS ME, STUPID—C-126m.—(PV)—Dean Martin, Kim Novak, Ray Walsten—5242 (12-30-64)—Sex laden fest may raise a few  
 brows—Lopert  
 LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film  
 is okay dueller for specialized houses—Empire  
 MAN FROM BUTTON WILLOW, THE—CAR-84m.—(C)—Presented by Dale Robertson—5251 (2-3-65)—Enjoyable western cartoon  
 for family and youngsters—United Screen Arts  
 MME. OLGA'S MASSAGE PARLOR—MD-70m.—Alice Baez, T. Wood Parker—5266 (3-17-65)—Fast buck and mediocre exploita-  
 tion film—American Film Dist.  
 NASTY RABBIT, THE—C-85m.—(TS; TC)—Mischa Terr, Arch Hall, Jr.—5243 (12-30-64)—Childish entertainment—Fairway In-  
 ternational  
 NIGHTMARE IN THE SUN—MD-81m.—(DC)—Ursula Andress, John Derek, Aldo Ray—5231 (11-18-64)—Suspenseful story  
 of a manhunt for the program—Zodiac  
 NOTHING BUT A MAN—D-90m.—Ivan Dixon, Abbey Lincoln—5259 (3-3-65)—Poignant, sensitive portrait of a southern Negro's  
 marriage—Cinema V  
 T-A-M-I SHOW, THE—MUNOV-113½m.—Beach Boys, Barbarians, Chuck Barry—5231 (11-18-64)—Good musical novelty  
 for teens—Electronovision—American Int.  
 SCARLET LETTER, THE—D-72m.—Colleen Moore, Hardie Albright—5290 (6-9-65)—Reissue of Hawthorne classic has novel  
 curio value—Signature Films  
 SWINGIN' SUMMER, A—MU-80m.—(TC)—James Stacy, William Wellman, Jr., Quinn O'Hara—5266 (3-17-65)—Cute entry with  
 special appeal for teens—United Screen Arts  
 WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for  
 the program—Made in Philippines—Hemisphere



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

- AWFUL DR. ORLOF, THE**—MD-90m.—Howard Vernon, Diano Larys—5291 (6-9-65)—Program horror meller—Foreign-made; dubbed in English—Sigma III
- BAY OF ANGELS**—D-85m.—Jeanne Moreau, Claude Mann—5251 (2-3-65)—Intriguing import for art spots—French-made; English titles—Pathe Contemporary
- BANANA PEEL**—C-97m.—Jeanne Moreau, Jean-Paul Belmondo—5255 (2-17-65)—Entertaining import—French-made; English titles—Pathe Contemporary
- BLACK TORMENT, THE**—MD-88m.—(C)—Heather Sears, John Turner—5263 (3-17-65)—Suspenseful horror meller—English-made—Governor
- BRAIN, THE**—MD-83m.—Anne Heywood, Peter Van Eyck—5263 (3-17-65)—Okay terror entry—English-made—Governor
- CARRY ON SPYING**—C-87m.—Kenneth Williams, Barbara Windsor—5251 (2-3-65)—Carry On slapsticking still good comedy—English-made—Governor
- CASABLAN**—D-63m.—Nikos Kourkoules—5263 (3-17-65)—Minor import—Filmed in Greece—Frisch-Natas Productions
- DIARY OF A CHAMBERMAID, THE**—D-97m.—Jeanne Moreau, Michel Piccoli—5264 (3-17-65)—Interesting import—French-made; English titles—Int. Classics
- EVA**—D-115m.—Jeanne Moreau, Stanley Baker, Vira Lisi—5295 (6-23-65)—Fairly interesting entry—Filmed abroad—Times
- FACE OF WAR, THE**—DOC-105m.—Narrated by Bryant Haliday—5243 (12-30-64)—Potent anti-war preachment—Swedish-Japanese made; spoken in English—Janus
- FANNY HILL**—C-104m.—Miriam Hopkins, Letitia Roman—5279 (4-28-65)—Farcial treatment of innocence untouched by life in a brothel—German-made; dubbed in English—Famous Players
- GIRL WITH GREEN EYES**—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert
- GO-GO BIG BEAT**—MU-82m.—(EC)—Millie Small, The Animals, Lulu and The Luvvers—5295 (6-23-65)—Musical mish-mash for the teen set—English-made—Eldorado
- GUIDE, THE**—D-120m.—(PC)—Dev Anand, Kishore Sahu—5259 (3-3-65)—Fairly interesting import set in modern India—Filmed in India—Stratton Int.
- HERCULES VIS THE GIANT WARRIORS**—MD-94m.—(CS; EC)—Don Vadis—5291 (6-9-65)—Good action for undiscriminating adults and teens—Italian-made; dubbed in English—John Alexander
- HORRIBLE DR. HICHCOCK, THE**—MD-76m.—(TC)—Barbara Steele, Robert Flemyng—5291 (6-9-65)—Program horror meller—English-made—Sigma III
- LAST WOMAN OF SHANG, THE**—MD-107m.—(C)—Lin Dei—5264 (3-17-65) Fair import—Chinese-made; English titles—Shaw Brothers
- MALE HUNT**—C-92m.—Jean-Paul Belmondo, Catherine Deneuve—5291 (6-9-65)—Amusing import for art, specialty spots—French-made; English titles—Pathe Contemporary
- MAN WHO COULDN'T WALK, THE**—MD-63m.—Peter Reynolds, Eric Pohlmann, Pat Calvin—5264 (3-17-65)—Okay action entry for lower half—English-made; Taurus
- MODEL MURDER CASE, THE**—90m.—Ian Hendry, Ronald Fraser, Margaret Johnston—5264 (3-17-65)—Good mystery import—English-made—Cinema V
- MONDO PAZZO**—DOC-94m.—(TC)—Directed by Jacopetti—and prosperi 5251 (2-3-65)—Repelling successor to "Mondo Cane"—Filmed in various parts of the world—English narration—Rizzoli Films
- MY BABY IS BLACK**—D-80m.—Gordon Heath, Francoise Giret—5279 (4-28-65)—Tender miscegenation romance—French-made; dubbed in English—American Dist.
- MY WIFE'S HUSBAND**—C-85m.—Fernandei, Bourvii, Claire Maurier—5255 (2-17-65)—Amusing import—French-made; English titles—Lopert
- NEW ANGELS, THE**—DOC D-94m.—Youth of Italy—5295 (6-23-65)—Interesting entry for art spots—Italian-made; English titles—Promenade
- ONE WAY PENDULUM**—C-90m.—Eric Sykes, Julia Foster, George Cole—5255 (2-17-65)—Fair import on the wacky side—English-made—Lopert
- ONIBABA**—D-104m.—(CS)—Nobuko Otowa, Jitsuko Yoshimura—5264 (3-17-65)—Strong, interesting import for adult art audiences—Japanese-made; English titles—Toho
- OVER THERE—1914-1918**—DOC-90m.—Conceived and directed by Jean Aurei—5265 (3-17-65)—Interesting documentary on World War I—French-made—Pathe Contemporary
- NOT ON YOUR LIFE**—C-90m.—Nino Alberti, Emma Penella—5270 (3-31-65)—Cute import—Foreign-made; English titles—Pathe Contemporary
- PUMPKIN EATER, THE**—D-110m.—Anne Bancroft, Peter Finch, James Mason—5228 (11-4-64)—Drama of martial infidelity features strong performances—English-made—Royal Films Int.
- RED DESERT**—D-116m.—(TC)—Monica Vitti, Richard Harris—5255 (2-17-65)—Arty import—Italian-made; English titles—Rizzoli
- RED LANTERNS**—D-85m.—Jenny Karezi, Georges Fonidas—5271 (3-31-65)—Lusty, interesting import for art spots—Greek made; English titles—Times
- SAMSON VS THE GIANT KING**—MD-91m.—(CS; EC)—Kirk Morris—5291 (6-9-65)—More unintentional chuckles than thrills—Italian-made; dubbed in English—John Alexander
- 7 DWARFS TO THE RESCUE, THE**—NOV-84m.—Rosanna Podesta, Robert Risso—5265 (3-17-65)—Mild entry for the younger set—Italian-made; dubbed in English—Childhood Productions
- SWEET AND SOUR**—C-98m.—Simone Signoret, Jean-Paul Belmondo—5260 (3-3-65)—Cute, wacky import—French-made; English titles—Pathe Contemporary
- SWORD OF EL CID, THE**—86m.—(SuperCinescope; EC)—Roland Carey, Chantai Deberg—5194 (8-5-64)—Okay programmer—PRC
- SYMPHONY FOR A MASSACRE**—D-115m.—Michael Auclair, Claude Dauphin—5295 (6-23-65)—Good import for art spots—Foreign-made—English titles—Seven Arts
- TAXI FOR TOBRUK**—D-90m.—(Dyaliscope)—Lino Ventura, Hardy Kreuger, Charles Azaavour—5265 (3-17-65)—Okay programmer for art or regulation spots—Filmed abroad; dubbed in English—Seven Arts
- TERRACE, THE**—D-90m.—Graciela Borges, Leonardo Favlo—5243 (12-30-64)—Bored youngsters at play is mildly entertaining—Filmed in South America; English titles—Royal Films Int.
- THANK HEAVEN FOR SMALL FAVORS**—C-84m.—Bourvil—5265 (3-17-65)—Moderately amusing import—French-made; English titles—Int. Classics
- WHITE VOICES**—C-93m.—(TC)—Paolo Ferrari—5295 (6-23-65)—Off-beat subject should prove effective in art spots—Italian-made; English titles—Rizzoli
- WHY BOTHER TO KNOCK**—C-88m.—(C; CS)—Elke Sommer, Richard Todd—5244 (12-30-64)—Fairly amusing comedy—Filmed abroad; spoken in English—Seven Arts
- WOMAN IS A WOMAN, A**—CD-80m.—(C)—Jean-Paul Belmondo, Anna Karina—5248 (1-20-65)—Weird import for special spots—French-made; English titles—Pathe Contemporary
- YOLANTA**—MU-82m.—(Magicolor)—Natalya Rudnaya—5265 (3-17-65)—Good operatic rendition for art spots—Russian-made; English titles—Artkino

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# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **CURRENT and COMING**

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVICESECTION.)

## **Allied Artists**

The Human Duplicators	March
(George Nader)	
Mutiny In Outer Space	March
(William Leslie)	
6543 The Pawnbroker (Landau)	March
(Rod Steiger)	
6506 Young Dillinger	March
(Nick Adams, Mary Ann Mobley)	
White Savage	April
(Janette Scott, Keiron Moore)	
6505 Blood and Black Lace	April
(Cameron Mitchell)	
Finger On The Trigger	April
(Rory Calhoun)	
City Of Fear	May
(Terry Moore)	
Hot Spy, Cold Corpse	May
(Kerwin Mathews)	
Ankles Away	May
(Kenneth More)	
The Fool Killer (Landau)	May
(Anthony Perkins)	
6509 Tickle Me	June
(Elvis Presley)	
Bikini Paradise	June
(Janette Scott)	
Last Message From Saigon	July
(Burt Reynolds)	
Finger On The Trigger	Aug.
(Rory Calhoun)	
Pie In The Sky	Aug.
(Lee Grant, Richard Bray)	

## **American-International**

6502 The War Of The Zombies	March
(John Barrymore, Jr.)	
6505 Swingers Paradise	May
(Cliff Richard)	
6503 Beach Blanket Bingo	April
(Frankie Avalon, Annette Funicello)	
6416 Taboos Of The World	April
(Narration by Vincent Price)	
6506 Go Go Mania	May
(The Beatles, The Animals)	
6504 War Gods Of The Deep	May
(Vincent Price, Tab Hunter)	
6508 Ski Party	June
(Frankie Avalon)	
6509 How To Stuff A Wild Bikini	July
(Tommy Kirk, Annette Funicello, Mickey Rooney)	
6510 Sergeant Deadhead	Aug.
(Frankie Avalon, Deborah Walley)	
Die, Monster, Die	Sept.
(Boris Karloff, Nick Adams)	
Planet Of Terror	Sept.
(Barry Sullivan)	

## **Buena Vista**

The Monkey's Uncle	July
(Tommy Kirk, Annette)	

## **Columbia**

Lord Jim	March
(Peter O'Toole, James Mason)	
65018 Major Dundee	April
(Charles Heston, Richard Harris)	
65020 Die, Die, My Darling	May
(Tallulah Bankhead)	
6502: Synanon	May
(Edmund O'Brien)	
Apache Gold	May
(Lex Barker)	
66002 Genghis Khan	June
(Stephen Boyd)	

The Collector	June
(Terence Stamp, Samatha Eggar)	
The Great Sioux Massacre	June
(Joseph Cotten)	
Cat Ballou	July
(Jane Fonda, Lee Marvin)	
Ship Of Fools	Aug.
(Vivien Leigh, Jose Ferrer)	

## **Continental** **(Walter Reade-Sterling, Inc.)**

The Love Goddesses	March
(Compilation with Jean Harlow, etc.)	
Circle Of Love	April
(Jane Fonda)	
The Magnificent Cuckold	May
(Claudia Cardinale, Ugo Tognazzi)	
Agent 008-3/4	June
(Dirk Bogarde, Sylva Koscina)	
Time Of Indifference	July
(Rod Steiger, Shelley Winters)	

## **Embassy**

Kimberley Jim	March
(Jim Reeves)	
Il Successo	May
(Vittorio Gassman)	
The Little Nuns	May
(Catherine Spaak)	
Seaside Swingers	June
(John Leyton)	
Requiem For A Gunfighter	June
(Rod Cameron, Stephen McNally)	
Italiano Brava Gente	June
(Arthur Kennedy, Peter Falk)	
Dingaka	July
(Stanley Baker, Juliet Prowse)	
The Bounty Killer	July
(Dan Duryea, Rod Cameron)	
The Fascist	July
(Ugo Tognazzi, Georges Wilson)	
Casanova '70	Aug.
(Marcello Mastroianni, Virna Lisi)	
Darling	Aug.
(Dirk Bogarde, Laurence Harvey)	

## **MGM**

6516 The Rounders	March
(Glenn Ford, Henry Fonda)	
6517 Young Cassidy	March
(Rod Taylor)	
6518 Girl Happy	April
(Elvis Presley)	
6519 Clarence, The Cross-eyed Lion	April
(Marshall Thompson)	
6523 Hysteria	April
(Robert Webber, Leila Goldoni)	
6521 Hercules, Samson and Ulysses	May
(Kirk Morris, Richard Lloyd)	
6520 Sandokan, The Great	May
(Steve Reeves)	
6522 Gunfighters Of Casa Grande	May
(Alex Nicol)	
6524 Joy In The Morning	June
(Richard Chamberlain, Yvette Mimieux)	
6525 Zebra In The Kitchen	June
(Jay North)	
6526 She	June
(Ursula Andress, Peter Cushing)	
6528 The Sandpiper	July
(Elizabeth Taylor, Richard Burton)	
6527 The Yellow Rolls-Royce	July
(Ingrid Bergman, Rex Harrison, Shirley MacLaine, Omar Sharif)	
6529 Operation Crossbow	July
(George Peppard, Sophia Loren)	
Those Magnificent Men	
In Their Flying Machines	Aug.
(All Star Cast: Roadshow)	
Morituri	Aug.
(Marlon Brando, Yul Brynner)	

## **Paramount**

6411 Young Fury	March
(Rory Calhoun, Virginia Mayo)	
R6413 World Of Suzie Wong (Reissue)	March
6417 Circus World	April
(John Wayne, Claudia Cardinale)	
6415 Dr. Terror's House Of Horrors	April
(Peter Cushing)	
6419 Girls On The Beach	May
(Beach Boys, Lesley Gore)	
6420 The Amorous Adventures Of Moll Flanders	May
(Kim Novak, Richard Johnson)	
In Harm's Way	June
(John Wayne, Kirk Douglas)	

6422 The Family Jewels	June
(Jerry Lewis)	
6423 Harlow	June
(Carroll Baker, Peter Lawford)	
6421 The Sons Of Katie Elder	July
(John Wayne)	
Black Spurs	July
(Rory Calhoun)	
Situation Hopeless But Not Serious	Aug.
(Alec Guinness, Michael Connors)	

## **20th Century-Fox**

504 Hush, Hush, Sweet Charlotte	March
(Joan Crawford, Bette Davis, Joseph Cotten)	
War Party	April
(Michael Mikler, Davey Davison)	
Curse Of The Fly	April
(Brian Donlevy)	
Devils Of Darkness	April
(William Sylvester)	
High Wind In Jamaica	May
(Anthony Quinn)	
Rapture	June
(Melvyn Douglas)	
Up From The Beach	June
(Cliff Robertson)	
Von Ryan's Express	July
(Frank Sinatra, Trevor Howard)	
Convict Stage	July
(Harry Lauter, Donald Barry)	
Those Magnificent Men In Their Flying Machines	Aug.
(All Star Cast; Road Show)	
Morituri	Aug.
(Marlon Brando, Yul Brynner)	

## **United Artists**

6505 The Satan Bug	March
(George Maharis, Anne Francis)	
6507 The Train	April
(Burt Lancaster)	
6506 Mister Moses	May
(Robert Miltchum, Carroll Baker)	
Masquerade	May
(Cliff Robertson)	
6509 I'll Take Sweden	June
(Bob Hope, Tuesday Weld)	
6510 What's New Pussycat?	June
(Peter O'Toole, Peter Sellers)	
The Glory Guys	July
(Tom Tryon, Santa Berger)	
Help!	Aug.
(The Beatles)	

## **Universal**

6505 Strange Beofellows	March
(Rock Hudson, Gina Lollobrigida)	
6506 Man In The Dark	March
(William Sylvester)	
6507 Bus Riley's Back In Town	April
(Ann-Margret, Michael Parks)	
6508 The Truth About Spring	April
(Hayley Mills, James MacArthur)	
6509 The Sword Of Ali Baba	May
(Peter Mann, Jocelyn Lane)	
6510 The World Of Abbott and Costello	May
(Compilation: Abbott and Costello)	
6513 Fluffy	June
(Tony Randall, Shirley Jones)	
6511 Imitation Of Life (Reissue)	June
(Lana Turner, John Gavin)	
6512 Flower Drum Song (Reissue)	June
(Nancy Kwan)	
6514 Mirage	June
(Gregory Peck)	
6515 Secret Of Blood Island	June
(Barbara Shelley)	
6516 The Naked Brigade	June
(Shirley Eaton, Ken Scott)	
6517 The Art Of Love	July
(James Garner, Elke Sommer, Dick Van Dyke)	
6518 McHale's Navy Joins The Air Force	July
(Joe Flynn, Tim Conway)	
6519 Wild Seed	July
(Michael Parks, Celia Kaye)	
A Very Special Favor	Aug.
(Rock Hudson, Leslie Caron)	
Shenandoah	Aug.
(James Stewart)	

## **Warners**

459 My Blood Runs Cold	March
(Troy Donahue, Joey Heatherton)	
458 The Battle At The Villa Fiorita	April
(Rossano Brazzi, Maureen O'Hara)	
455 Dear Heart	May
(Glenn Ford, Geraldine Page)	
460 Brainstorm	May
(Jeff Hunter, Viveca Lindfors)	
461 The Woman Who Wouldn't Die	May
(Gary Merrill)	
The Third Day	July
(George Peppard, Elizabeth Ashley)	
Having A Wild Weekend	Aug.
(Dave Clark Five)	



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# EXHIBITOR

**JULY 21, 1965**

Volume 73

Number 26

IN THREE SECTIONS • THIS IS SECTION ONE



## **\$12 Million For UA As '65 Pics Click**

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## **Frisch Renews Wage Law Plea**

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Robert H. O'Brien, president, Metro-Goldwyn-Mayer, has been named Motion Picture Pioneer Of the Year for 1965 and will be honored at a dinner at the Americana Hotel, Nov. 22. Story on Page 8.

**50 MILES OF CONFUSION . . .** see editorial—page 5



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Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 816 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecok, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 73 • No. 26

July 21, 1965

OUR 47th YEAR

## 50 MILES OF CONFUSION

AS MORE AND MORE DETAILS dribble out concerning the hush-hush meetings held recently between the Department of Justice and the large circuits whose expansion moves are currently controlled by consent decree restrictions, it seems clear that the Department doesn't know very much about the motion picture industry.

Industry observers are shaking their heads over the results of that meeting, and it is no wonder. Theatre companies are free to build if they operate no theatre within 50 miles of their new site, which is really no relaxation of control. Even before this new round of meetings, such expansion was permissible, and court approval quickly granted.

The 50 mile limit has many in the industry stumped. Certainly, distributors would laugh at any exhibitor who asked clearance over another theatre 50 miles away. Besides, 50 miles in one area may be very different from 50 miles in another.

Many independent theatres are concerned over the possible expansion into their areas of large circuits with tremendous buying power. They are legitimately afraid that they will not be able to book any top product in the face of such competition.

Certainly, the Department of Justice has done nothing to alleviate these concerns. Displaying a colossal ignorance of the real problems, they have chained the circuits with the kind of rules that make no sense at all. It is no wonder that the circuits find this latest communication with the Department totally unsatisfying. It becomes more and more apparent that

these problems, all of them tied in with the buying and selling of films, must be solved by the industry if it is to grow as it should. Only then will we be able to dispense with all kinds of government restrictions. Until that happy day, the government must learn a great deal more about industry problems before it tries to hand down take-it-or-leave-it solutions.

A recent editorial in the Wall Street Journal entitled "A 'CLEAR' DAY IN THE ANTITRUST WORLD" illustrates in another sharp way the futilities encountered in trying to deal with federal bureaucratic agencies. It concerns an order by the Federal Trade Commission to Fruehauf Corp., nation's largest truck-trailer maker, to divest itself of two truck-trailer companies acquired a decade ago.

The editorial points out in no uncertain terms that the FTC order also ignores the real issue of restoring competition by creating a situation as bad as the one it wants to improve—if not worse. The editorial asks the following question as well:

*"Most important, if Fruehauf's violation of the antitrust laws was so obvious and flagrant, how come it took the FTC a decade to perceive it?"*

That's a very good question. It would appear that the agencies of our government not only move very slowly . . . they sometimes move very slowly in the wrong direction. We all know that misery loves company. Perhaps the motion picture industry can find some small consolation in the knowledge that other industries also have their problems when the government tries to settle their affairs.

## LOTS OF NOISE—BUT NO FACTS

PITTSBURGH CURRENTLY HAS the most repressive local amusement tax in the country—a fat 10 per cent. In comparison, New York's amusement tax is only two per cent over a 90 cent base.

Recently, the Pennsylvania State Legislature repealed the 10 per cent tax for all communities except Philadelphia and Pittsburgh. In the case of Philadelphia, the action was meaningless since that city has levied no amusement tax on theatres for eight years.

Pittsburgh, however, is a different story. Politicians in the Legislature wrangled in a post-midnight session over whether or not to allow that city's oppressive levy to continue. Rep Harry Markovitz, Allegheny County Republican, claimed that Pittsburgh theatres were being forced out of business by the tax. His views were contested by Rep. Thomas J. Foerster, Allegheny Democrat, whose early morning diatribe is addi-

tional proof that more than a few politicians hunt headlines harder than they hunt facts.

Playing to the gallery, Rep. Foerster said with a straight face, *"There are more movie theatres than ever in Allegheny County. The theatres have no trouble attracting business when they show good films."*

Here are the facts. In the past 10 years, 52 theatres have closed in the Pittsburgh area, while 13 new ones opened—seven indoor and six drive-ins. Foerster's home territory is the north side of Pittsburgh. Once there were 20 theatres in that area. Today, there is one.

The admission tax in Pittsburgh is patently unfair. The city will collect only \$275,000 from it this year. They could do a lot better if business were allowed to grow and prosper without such restrictions, but some politicians never seem to understand that.

## A SOFT TICKET SURPRISE

CONGRATULATIONS ARE IN ORDER to Warner Bros. for the decision to release "THE GREAT RACE" in carefully planned soft-ticket engagements rather than as a roadshow. This is a film with great appeal for family audiences, and those audiences can best be served by a pattern of regular release.

This is in every sense a "big" picture; in fact, it is a lot

bigger and packed with a lot more entertainment than many films that have tried to go the hard-ticket route without too much success.

We think Warners made the right decision, and we think the boxoffice will reflect that fact. Certainly, exhibitors will be pleased.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

Albert Paul Mantz, 61, stunt pilot for some 40 years, was killed when his plane crashed west of Yuma, Ariz., during the filming of a scene for the Robert Aldrich production, "The Flight Of The Phoenix," 20th Century-Fox film. He is survived by his wife, a son, and a daughter.

Ellis F. Pinkney, MC, 52, general secretary of the Cinematograph Exhibitors Association of Great Britain and Ireland, died after an operation in London. He is survived by his widow and two daughters.

Paul Polon, father of Matthew Polon, vice-president, RKO Theatres, died in Rockville Center, L. I.

Mrs. Edna Steinberg, 56, retired motion picture actress and widow of former production executive Abe Steinberg, died in Los Angeles following emergency surgery. Under the name of Edna Gregory, she had starred as a contract actress at both 20th-Fox and Warners. She is survived by a sister.

Mrs. James J. Tunny, widow of the late James J. Tunny, Sr., for many years Universal head shipper in Albany, N. Y., and a former president of Local B-43, died in Albany after a long illness. Four sons, a brother, a sister, and five grandchildren survive.

### Gold Bands

Elena Margaret Billitteri, daughter of Salvatore Billitteri, American International Pictures' east coast production head, was married to Peter Maggi at St. Joseph's Roman Catholic Church in Garden City, L. I. N. Y.

### N. Y. Allied Meets

ALBANY—Plans for the combined convention of New York State Allied Theatre Owners and New Jersey Allied, at Concord Hotel, Kiamesha Lake, Aug. 2-5; for New York Allied's active participation in the annual audience collections drive for Will Rogers Memorial Hospital; and other subjects of concern to Allied members were discussed at a meeting in Keeler's Restaurant.

President Sidney A. Cohen, Buffalo, called the session. He feels strongly on the advantages of the dual conclave with New Jersey Allied and of the reasonable "package" prices at the swank Concord.

Cohen, Buffalo theatreman, is also a strong supporter of Will Rogers Hospital, where he received "unexcelled" treatment for emphysema last year. Cohen visited the Hospital and O'Donnell Laboratories with an industry delegation from New York City in June.

Allied's success in the united effort to kill N. Y. State censorship statute and to prevent enactment of a new law containing "procedural changes" designed to bring it in line with conditions enunciated by U. S. Supreme Court (Freedman vs. Maryland), was also a subject of comment here.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JULY 19

## Joint Committee Opposes Quick FCC Okay Of Pay-TV

WASHINGTON, D. C.—The Joint Committee Against Toll TV told the Federal Communications Commission that it has no legal authority to grant the Zenith-Teco petition for unrestricted national pay-tv; and even if it did have the power, the Commission should wait for Congress to act on the subject.

There has been no surge of public demand to make quick action imperative, the committee said. To the contrary, the Canadian and Hartford tests and the decisive California turn-down on the occasion the public has had a chance to vote indicate the public does not want the service, it was argued. Therefore, there is no reason for the FCC to make such a radical change in television without consulting Congress, it was added.

The Joint Committee was speaking for all opposed to pay-tv.

As the deadline for filings neared, an NAB spokesman indicated that the organization would pass up the chance to present its own arguments on grounds that this is a request for rule making, and opposition can be offered when and if actual proposals for national unrestricted pay-tv are made by the FCC.

The Joint Committee was represented by Marcus Cohn and Martin J. Gaynes, of the law firm of Cohn and Marks. Both are veterans of the anti-pay-tv fight on behalf of the Joint Committee, which is made up of theatre owners.

### Reeves Joins AIP

NEW YORK—Samuel Z. Arkoff, executive vice-president of American International Pictures, announced the appointment of George C. Reeves as AIP's legal counsel in New York. He is replacing Mrs. Barbara D. Boyle, the company's attorney for the last five years, who is retiring to have a baby.



Among those present at the recent benefit premiere of Warners' "The Great Race," Pantages, Hollywood, Cal., were, left to right, Larry Storch and his wife, and Jack L. Warner, president, Warner Brothers, who served as host at the premiere.



## BROADWAY GROSSES

### "Sandpiper" Opens Big

NEW YORK—Led by MGM's "The Sandpiper," which opened very big at Radio City Music Hall, the summer boom continued in the Broadway first runs.

"THE SANDPIPER" (MGM). Radio City Music Hall, with usual stage show, had a terrific opening, with Thursday through Sunday reported at \$134,294 and the first week sure of \$225,000.

"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" (20th Fox). DeMille claimed \$40,000 for the fifth session.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli stated the 20th week was \$53,000.

"THE HALLELUJAH TRAIL" (UA). Loew's Capitol on road show policy reported \$27,000 for the third week.

"VON RYAN'S EXPRESS" (20th-Fox). Loew's State tallied \$45,000 for the fourth week.

"WHAT'S NEW PUSSYCAT" (UA). As-tor had \$40,000 for the fourth week.

"CAT BALLOU" (Columbia). Victoria announced \$31,000 for the fourth week.

"THE GREATEST STORY EVER TOLD" (UA). Warner Cinerama claimed \$24,379 for the 22nd week of reserved seat policy.

"MY FAIR LADY" (Warners). Criterion, with hard ticket policy, did \$62,000 on the 39th week.

"MARRIAGE ITALIAN STYLE" (Embassy). RKO Palace, where this is in for one week only, did \$14,000.

### N. C. Theatre To Relocate

DURHAM, N. C.—North Carolina Theatres, Inc., announced that the Center, Durham, will be relocated in a 800-seat ultra modern theatre at the suburban Lakewood Shopping Center.

Cost of the project was not revealed, but it was stated that the Center hopes to be in its new quarters in six to eight months. It now is located in downtown Durham, and is to be razed to make way for an office building.

W. G. Enloe, Raleigh, N. C., district representative of N. C. Theatres, said he expects work on the new building to get underway immediately, and that it can be occupied by the end of the year or early in 1966.

Charles Lewis, manager, Center, said the need for parking space was the main reason for the decision to relocate away from the downtown area.

"After a careful study of the city, the Lakewood section seems to be the most accessible area for the entire city and the surrounding communities," he said. "In moving our facilities, we are following a new trend to locate where there is ample front door parking."

Lewis said the equipment in the new house will be the most modern available. He said the house "will offer living room luxury, and all the seats will be staggered so that everyone will have a clear view of the screen."



# 'Knack,' 'Pussycat' Delight UA

## Loew's 3rd Qtr. Profits Zoom Above 1964 Figures

NEW YORK — Loew's Theatres, Inc., announced earnings for the nine months ended May 31 of the current fiscal year showed income from operations of \$3,821,100 equal to \$1.86 per share and capital gains of \$656,700 equal to 32 cents per share, a total net income of \$4,477,800 equal to \$2.18 per share, after deduction for income taxes of \$4,361,000.

For the comparable period last year, Loew's Theatres, Inc., reported income from operations of \$1,694,800 equal to 69 cents per share and capital losses of \$1,603,000, equal to 65 cents per share, a total net income of \$91,800 equal to four cents per share, after income tax credit of \$14,000.

The third quarter this year showed income from operations of \$1,633,700 or 79 cents per share and capital gains of \$199,700 or 10 cents per share, a total net income of \$1,833,400 or 89 cents per share. For the comparable period last year, income from operations was \$937,300 or 39 cents per share, capital losses \$1,207,000 or 49 cents per share, resulting in a net loss of \$269,700 or 10 cents per share.

Gross revenues for the nine months and third quarter of the current fiscal year amounted to \$68,509,000 and \$25,775,000 respectively as against \$57,921,000 and \$20,145,000 of the comparable periods last year.

## "Great Race" To Music Hall

NEW YORK—"The Great Race," starring Jack Lemmon, Tony Curtis, and Natalie Wood, Warner Bros.' biggest motion picture production since "My Fair Lady," will have its New York premiere in September at Radio City Music Hall, it was announced by Jack L. Warner, president of Warner Bros., and Russell V. Downing, president of the Music Hall.

"Over the years, the Music Hall has been pleased to present a number of outstanding Warner Bros. motion pictures," Downing commented, "but we have never been happier than we are now to be able to offer 'The Great Race,' which we know will be as much a delight to all our patrons as it was to those of us who have been fortunate enough to have seen it in advance."

"The Great Race" will open at the Music Hall following the current engagement of "The Sandpiper."

## Syufy Plans New Indoor

SAN JOSE, CALIF.—Jack Haigh, general manager of construction for Syufy Enterprises, announced the building of a new hardtop theatre here to be called the Cine San Jose.

This theatre will be located adjacent to the Cinerama Century 21 Theatre, owned by Syufy Enterprises, in the Town and Country, Winchester Shopping Center area.

Plans for the theatre, which will be an all purpose theatre with approximately 700 seats, have already been completed. The opening date of the theatre will be in early November. The architect of the theatre is Vincent G. Raney, A. I. A., who has designed many other theatres besides the Century 21.



Arthur Krim, president, United Artists, his wife, and daughter are seen at the recent world premiere of UA's "The Hallelujah Trail" at Loew's Capitol, New York.

## Manson To Address Allied Convention

HAWTHORNE, N. J.—A special "business building" program has been arranged for one of the combined sessions of the Allied Theatre Owners of New York State, and Allied Theatre Owners of New Jersey Conventions at the Concord, Kiamesha Lake, New York, August 2-5, according to an announcement made here by Howard W. Herman, president, New Jersey Allied.

The highlight of this session will be an address by Arthur Manson, executive assistant to Jonas Rosenfield, Jr., vice-president and director of advertising, publicity and exploitation of 20th Century-Fox Film Corp. Manson will discuss the ways that his company is publicizing, exploiting and advertising their current major releases, including "Sound of Music," "The Magnificent Men and Their Flying Machines," "Von Ryans Express" and the forthcoming "Agony and the Ecstasy."

Exhibitors attending will be shown how to capitalize on this promotional work as well as how closer cooperation of exhibition and distribution can lead to better boxoffice results.

Manson has been with 20th Century-Fox since April, assisting Rosenfield in creative planning.

After serving as head of advertising and publicity for MGM in Canada, he joined Cinerama as publicity and advertising representative, later became international director of advertising and publicity for Stanley Warner Cinerama, in 1958, and in 1960, moved to Stanley Warner as assistant director of advertising and publicity.

He served as advertising manager at Columbia Pictures immediately before joining DeLaurentiis.

## AA Execs In Dallas

DALLAS — Allied Artists' vice-president Roger Hurlock and general sales manager Nat Nathanson convened a three-day sales and policy meeting here.

Attending the session were division managers James Prichard, southwest; Ed Cruea, western; Frank Thomas, midwest; James Hobbs, southeastern, and Nate Levine, central.

## Half-Year Profit, Revenue Set Record, Krim Reports; Full 1965 Profit Pegged At More Than \$12 Million

NEW YORK—United Artists Corp. had record profit and revenues in the first six months, Arthur B. Krim, president of the motion picture company, told Dow Jones.

He reported the success of two new hit films, "The Knack" and "What's New Pussycat?," strengthens his belief that full 1965 profit will surpass \$12,000,000, or more than six dollars a share on revenues of over \$200,000,000. Both would be new highs.

The projected 1965 profit had been first forecast at last month's annual meeting. Profit last year was \$9,261,000 or \$4.72 a share, more than twice the highest earnings of any previous year. Revenues were \$180,852,000 last year.

United Artists in the first half this year had profit of over \$6,000,000, or more than three dollars a share, on revenues of about \$96,000,000, Krim said. In the period last year, profit was \$4,509,000, or \$2.36 per share on revenues of \$88,877,000.

Krim said United Artists' second quarter profit was a record for any three-month period, topping slightly the previous high of \$3,042,000 or \$1.51 a share in the first quarter this year. Profit in the second quarter last year was \$2,431,000.

Motion picture revenue from movie theatres, the company's chief source of income, is the principal reason for the sharp earnings rise. Second quarter film rentals—United Artists' share after the exhibitors get their cut—jumped to \$39,840,000, \$33,990,000 a year earlier.

The executive said "What's New Pussycat?," which is currently playing in 32 cities, will do a very big gross. Boxoffice receipts so far indicate the comedy should bring in \$10,000,000 in film rentals in the U. S. He said the picture cost \$3,100,000 to produce.

The James Bond movie, "Goldfinger," one of the industry's biggest grossing films in the post war period, has brought in \$17,600,000 in rentals in the U. S. so far, Krim said. The U. S. total should reach over \$20,000,000. Another \$20,000,000 from overseas is expected for this film, he added.

United Artists has been reoffering two earlier James Bond films, "Dr. No" and "From Russia With Love," on a double bill in U. S. movie houses. Krim said the double bill is doing extremely well. Over a five-month period to end Sept. 30, the two films together will yield in rentals about \$7,000,000, with \$5,000,000 of that in the current third quarter he forecast.

The success of the two Bond re-runs as a double bill is prompting United Artists to repeat the formula with other hit pictures of the recent past, Krim said. Plans are for the company to pair "Tom Jones" with "Irma La Douce," "Topkapi" with "Never On Sunday," and "Pink Panther" with "A Shot In The Dark." All of these had played singly in their initial first run showings.

## Whitehouse Joins Lancaster

HOLLYWOOD—Burt Lancaster has announced the appointment of Max Whitehouse as story editor of Norlan Productions, which will release its films through United Artists.



# MGM President O'Brien Designated Motion Picture Pioneer Of 1965

NEW YORK—Robert H. O'Brien, president, Metro-Goldwyn-Mayer, has been named Motion Picture Pioneer of 1965, it was announced here by William J. Heineman, president of the Pioneers organization.

The unanimous selection of O'Brien was made at a meeting of the organization's board. O'Brien will be honored at the 27th annual Motion Picture Pioneers dinner at the Americana Hotel, Nov. 22.

"Under the leadership of O'Brien, who served as executive vice-president and treasurer prior to his election as president and chief executive officer, Metro-Goldwyn-Mayer has made a complete and dynamic turnabout in its operations," said the Pioneers announcement.

O'Brien, born in Helena, Montana, attended Beloit College in Beloit, Wisc. He is a graduate also of the University of Chicago Law School, where he received his LL.B. degree. He is member of Sigma Chi and Phi Delta Phi fraternities, the latter a legal fraternity.

His distinguished career has included government service as well as leading executive positions in the motion picture industry.

After serving with the legal department of the Public Works Administration, he joined the Securities and Exchange Commission as an attorney.

He was promoted to the positions of associate director, Registration Division; associate director, Public Utilities Division; director, Public Utilities Division, assistant general counsel and the highest possible assignment in the SEC, commissioner.

After leaving government service, he became associated with Paramount Pictures as assistant to the president, and later became treasurer and a board member of United Paramount Theatres, Inc.

Upon the acquisition of American Broadcasting Co., O'Brien became executive vice-president of ABC and financial vice-president and a member of the board and executive committee of American Broadcasting-Paramount Theatres, Inc. He remained with AB-PT until 1957 when he came to Metro-Goldwyn-Mayer as vice-president and treasurer.

O'Brien is also a member of the business advisory council of the University of Notre Dame and a member of the board of the USO of New York City. He has been singularly honored by being decorated with the Sovereign Military Order of the Knights of Malta.

In May, 1964, he was elected a trustee of the committee for Economic Development (CED) and serves on the information committee, whose central responsibility is to make the results of the CED research program generally available to the public and to increase knowledge and understanding of its research methods.

With more than 35 MGM films either completed, in production or preparation, his company will be represented in the theatres of the country with one of the most diversified groups of films it has had for release in years.

O'Brien is married to the former Miss Ellen Ford. They are the parents of a daughter, Jo Ellen, and make their home in New York City.

His predecessors as Motion Picture Pioneers of the year include Harold J. Mirisch, the

## Allied Pursues Ethics Code, With Emphasis On Bidding

NEW YORK—Representatives of Allied States Association of Motion Picture Exhibitors have been "exchanging ideas" with the distributors on how the national exhibitor organization's proposed "code for ethical conduct in bidding practices" can be implemented.

National Allied is endeavoring to find out what is acceptable or not acceptable to both sides in the way of a code of ethics applying to bidding practices. Ways of evolving rules on bidding were undergoing intensive exploration, with how to make a bidding code work one of the big problems under consideration.

Last May, Allied States board recommended a nine-point code and offered it for adoption by the exhibition and distribution branches of the industry. Implementation of this code was urged by the Allied Board "as the first step in the realization of an all-inclusive code of ethical conduct for the motion picture industry."

## Special Soft-Ticket Pattern For "Great Race" Release

NEW YORK—Warner Brothers' "The Great Race" will not be shown as a reserved seat road-show, but will have its own special release pattern nationwide at selected theatres in October, although the New York debut has been set for September at Radio City Music Hall.

It is felt that the maximum money can be brought in by the family audience and that the best way to reach this audience is by extended soft-ticket runs.

Results of the first engagement in Los Angeles have confirmed feelings about the picture's strong family appeal.

This decision may make "The Great Race" about the most expensive picture in history to debut non-roadshow. Its \$12.5 million budget makes it more costly production-wise than "My Fair Lady."

Warners have set Christmas-time for the soft-ticket break on "My Fair Lady," which has better than a \$22 million gross recorded thus far in the U. S. and Canada.

This film will be playing selected neighborhood theatres and keys, with the exception of New York and Los Angeles where it will still be playing roadshow, at advanced prices beginning Dec. 22.

"My Fair Lady" is now roadshowing at some 75 theatres in the U. S. and Canada and is doing about \$600,000 per week.

1964 Pioneer of the Year, Adolph Zukor, Gus S. Eyszel, Cecil B. DeMille, Spyros P. Skouras, Jack Harry and Albert Warner, Nate J. Blumberg, Barney Balaban, Simon H. Fabian, Herman Robbins, Robert J. O'Donnell, Joseph R. Vogel, Robert Benjamin, and Arthur B. Krim, Steve Broidy, Joseph E. Levine, Abe Montague, Milton R. Rackmil and Darryl F. Zanuck, the 1963 Pioneer of the Year.

## N. Y. Court Cools TV Co. Over Franchise Balk

BUFFALO—An attempt to force the city of Olean, N. Y. to act on an application for future television service via coaxial cable failed here in a recent Supreme Court test.

Justice John S. Marsh, after a hearing, refused to grant the request of Allband Cablevision, Inc., to require the Olean Common Council to accept or reject its application made by letter in March. Subsequently a public hearing was conducted June 8 on the TV service, which five applicants now seek to provide, according to city attorney William J. O'Reilly. David M. Franz representing Allband, told the court the city had proposed a contract for consideration of all applicants, but that his client believed it included terms the company did not seek and would allow for regulation of charges by the city.

He said Allband wanted an immediate decision because the outcome would affect service it might render to surrounding communities. Existing Television Communication Corp. will not seek to renew its franchise which expires in December. In opposition, O'Reilly told the court: "Their real quarrel is the manner and speed with which the city is acting."

He claimed coaxial cable "operators have made huge profits with the co-operation of the New York Telephone Co. We want to give a contract for providing this service only to those who are qualified and who will give a fair return to the city. These operators have weaned away taxpayers' money."

Justice Marsh said: "Here we have an issue that is particularly significant because of the absence of state regulations . . . a matter of real public concern. I don't feel the court can properly inject itself into this situation. The council has a right to reasonable inquiry."

He pointed out the application form and contract terms being required may exceed the council's power, but that those issues would have to be decided after a contract was awarded.

## Filmways Income Rises

NEW YORK—Lee Moselle, president, Filmways, Inc., announced net income after taxes for the company for the nine month period ended May 31, 1965, amounted to \$373,249 or 57 cents per share on 655,916 shares outstanding. This figure exceeds that for the entire previous fiscal year, and represents an increase of 54 per cent over the \$242,489 earned for the comparable nine month period in the preceding year, or 39 cents per share based on 619,268 shares outstanding.

Filmways' network television shows will be increased to six this fall, while the company's motion picture activities under chairman of the board Martin Ransohoff continue in high gear.

## Franchi To Reade Post

NEW YORK—The appointment of Rudy Franchi as special consultant with Walter Reade-Sterling, Inc., was announced by Walter Reade, Jr., chairman of the board.

Associated with many aspects of the motion picture industry, Franchi has, for the past four years, been associate program director of the Bleeker Street Cinema in New York City, and a United States' representative for the Montreal International Film Festival.



## Embassy Sales Force Attends N. Y. Meeting

NEW YORK—Sixteen members of Embassy Pictures' national sales force, representing 12 exchanges, will attend the company's third national sales conference, which will be held July 28-July 31 at the Hilton Hotel here.

They are branch manager James Frew and Buford Styles, Atlanta; branch manager Joseph Wolf, Hatton Taylor, and Maurice Levine, Boston; branch manager Simon Lax and Jack Gilbreth, Chicago; branch manager Robert Blitz, Cleveland; branch manager Glenn Fannin, Dallas; branch manager Fenton J. Lee, Minneapolis and Kansas City; branch manager Ervin Douglyn and M. J. McCarthy, Los Angeles; branch manager Irving Loomis, Philadelphia; branch manager Harold Kimmel, Washington, D. C.; branch manager Harold Margolis, New York; and branch manager John J. O'Leary, San Francisco.

President Joseph E. Levine will welcome them to the four-day meeting, at which members of the home office sales and branch operations organization also will be present. Leonard Lightstone, executive vice-president, also is scheduled to address the conclave.

## Circuit Promotes Wilson

HOUSTON—William J. Wilson, Jr., city manager, General Cinema Corporation here, has been named a division manager for Texas by Melvin R. Wintman, executive vice-president and general manager of the Boston-based circuit. Wilson's promotion will become effective immediately. He joins with H. B. Palmer as a division manager in Texas.

In 1963, Wilson received honorable mention as General Cinema Corporation's manager of the year, and in 1964 was the winner of the circuit's award.

## New Flack Theatre

HOLLYWOOD—Jack Flack and associates will build a new theatre in Fullerton, Calif., located in the Chapman Center, a new shopping center now being built.

Flack says this is the first of several new theatres to be erected in shopping centers and other desirable locations, with construction to start in the near future. Flack is the owner-operator of theatres in Hollywood, West Los Angeles, and Anaheim.

# London Returns From Studio Visit Singing Praises Of Universal Tour

## Wanted—Private Junket To Earn "Zhivago" Plug

MADRID—The "Doctor Zhivago" press information office here is convinced its stories about David Lean's Metro-Goldwyn-Mayer film of Boris Pasternak's best-selling novel are getting grass roots penetration.

A note was received from a high school student in Nickerson, Kans., offering to do "a big story" on the picture for his school paper if MGM would fly him to Madrid.

"I have seen quite a few stories about 'Doctor Zhivago' in the Kansas City papers," he wrote, "and I have heard that studios frequently fly reporters to the filming of an important picture in return for publicity in their paper." He also penned a postscript. "Besides, the Arkansas River is flooding and I'd like very much to get out of Nickerson at this time."

## Continental Slates Six For Release This Year

NEW YORK—Continental, distribution division of Walter Reade-Sterling, Inc., will release six new motion pictures between now and December, 1965, it was announced by Sheldon Gunsberg, executive vice-president.

Already in release for July is "Agent 834," tongue-in-check spy spoof in color starring Dirk Bogarde, Sylva Koscina, and Robert Morley. In August, Continental will release Pietro Germi's "The Railroad Man." The September release will be "Walk In The Shadow," starring Michael Craig, Janet Munro, and Patrick McGeehan. In October, Continental will release "Ghidrah—The Three Headed Monster." "Time of Indifference" will be the November release for Continental, starring Rod Steiger, Shelly Winters, Claudia Cardinale, and Paulette Goddard. In December, Continental will release "Flame and the Fire," currently being completed by noted explorer-writer-director Pierre Gaisseau.

DETROIT—Milton H. London, president of Michigan Allied and executive director of Allied States, has returned from conferring with studio and production executives in Hollywood, and is brimming with enthusiasm because of what he saw.

As a result, he is sending Allied members his accounting, including a long letter sent to David Lipton, Universal vice-president.

He says, "The Universal City Studio Tour is an inspired plan of positive thinking and progressive planning. . . . I have not the slightest doubt that Universal City is destined to become one of the very top tourist attractions in the country, a mecca for millions. The possibilities for grass roots public relations stagger the imagination. The benefits to be derived by the motion picture industry in word-of-mouth advertising and goodwill are beyond evaluation."

London feels that despite the publicity given the tours, the industry itself has not given this project "the attention and support which it deserves."

He is "dedicated to making certain every exhibitor in the nation is aware" of what is being done at Universal City. He recommends exhibitors use posters and trailers to identify each theatre "with the glamour of Hollywood."

As to studios in general, which had seemed "dead and deserted" on previous visits, he now found them "vigorous with motion picture production and plans for the future."

In particular, he commented on the MGM studios in Culver City "where every sound stage and outdoor set will be in use this summer."

## Seven Arts Names V-Ps

NEW YORK—Seven Arts Associated's four U. S. division managers for television feature film sales have been named vice-presidents of the company, it was announced by Eliot Hyman, president of Seven Arts.

Lloyd W. Krause, formerly eastern division manager, is now vice-president for sales, eastern division. Robert Hoffman, formerly midwest division manager, is now vice-president for sales, midwest division. David Hunt, formerly southern division manager, is now vice-president for sales, southern division. George Mitchell, formerly west coast division manager, is now vice-president for sales, west coast division.

The two remaining United States sales territories for syndicated program sales of Seven Arts Television have been firmed with the appointment of Othur V. Oliver as director of midwest sales and William M. Stout as director of western sales, it was announced by W. Robert Rich, executive vice-president and general manager.

## Directors, Inc., Elects

HOLLYWOOD—At the recent annual meeting of Directors, Inc., Willis Goldbeck was elected president; George Sidney, first vice-president; David Butler, second vice-president; Delmer Daves, secretary; and Lesley Selander, treasurer. This is a separate profit making organization from Directors Guild of America with all monies collected from it earmarked for the DGA's Educational and Benevolent Foundation.



Attending the recent opening of New England's new twin theatres in Lawrence, Mass., were, left to right, Irving Rogers, publisher, Lawrence Eagle Tribune; Andrea Tuney, candidate for "Miss America"; Edward Redstone; Mayor John Buckley of Lawrence; and John G. Corbett, managing director of Showcase Cinemas.



# MGM 40-Week Earnings Of \$1.71 Per Share Better Than '64 Figures

NEW YORK—Metro-Goldwyn-Mayer's operations for the 40 weeks ended June 10, 1965, resulted in a net profit of \$4,280,000 or \$1.71 cents per share, based on the 2,506,029 shares outstanding at the end of the period, it was announced here by Robert H. O'Brien, president, MGM in his letter to stockholders.

This compares with a profit of \$3,729,000 or \$1.43 cents per share in the corresponding period of the previous year based on 2,608,829 shares then outstanding. Earnings for the third quarter of the current fiscal year amounted to \$669,000 or 27 cents per share as compared to a profit of \$1,843,000 or 70 cents per share in the third quarter of last year.

Accompanying O'Brien's letter was a check for the quarterly dividend at the rate of 37½ cents per share.

"The third quarter results," said O'Brien, "reflect a reversal of income from Argentina recorded during this fiscal year due to the stringent economic conditions in that country." As a result, the net income of the Company for the third quarter and the forty weeks ended June 10, was reduced approximately \$200,000 or eight cents per share.

Income from this source will be deferred and taken into earnings only as dollars are available, continued the president's letter.

"Our most attractive major productions," he said, "have been held for release in the current fourth quarter—the summer months—when the largest audiences are available over a more extended period than any other season of the year. Their opening success points to excellent results."

"Operation Crossbow," which was the first of three MGM films booked consecutively at Radio City Music Hall, opened April 1 as the Easter attraction and played six successful weeks. It was followed by "The Yellow Rolls-Royce," which after nine weeks is being succeeded by "The Sandpiper" on July 15. Consequently these three major MGM films have benefited from the most important playing time at the world's leading theatre.

In addition, these three films have already begun bookings in key situations throughout the country with the greatest volume of showings set for the weeks when audience potential is at its height. Other MGM releases such as "Joy In The Morning," "She," "Clarence, the Cross Eyed Lion" and "Zebra In The Kitchen" are also proving popular at the boxoffice. "Because of the timing of release and the extended showings in first-run situations," he said "the first quarter of the next fiscal year also should benefit importantly from neighborhood and subsequent run showing of these successful films."

O'Brien also pointed out that in the overseas market, both "Operation Crossbow" and "The Yellow Rolls-Royce" have opened and are establishing themselves as among the year's most popular films.

Productions that have been completed and scheduled for autumn release include: "Once A Thief," starring Alain Delon and Ann-Margret; "The Cincinnati Kid," which stars Steve McQueen, Edward G. Robinson, Ann-Margret and Tuesday Weld; A new Elvis Presley musical, "Harum Scarum"; "Laurel and Hardy's Laughing 20's"; "The Secret of My Success," which stars Shirley Jones, Stella Stevens and Honor Blackman; "The Hill," starring Sean Connery, which was a



Completing negotiations for the sale of the Palace, Broadway's fabled flagship of vaudeville, were Harry Mandel, left, president, RKO Theatres, Inc., and James Nederlander, right, who plans to convert the house for legitimate musicals.

## Tokofsky Leaves Wm. Morris

LOS ANGELES—Jerry Tokofsky has resigned his position with the William Morris Agency following 13 years of service in offices here and in New York. Tokofsky began with the organization while a student at New York University, starting as an agent in the night club department and working in the film and live television department before moving to the Beverly Hills office as an executive in the motion picture department in 1961.

## Lewis Sets Col. Feature

HOLLYWOOD — Mike Frankovich announced that Jerry Lewis will produce, direct, and star in "Three on a Couch" for Columbia Pictures.

A topical modern-day comedy, "Three on a Couch" will be Lewis' first picture away from Paramount in 17 years. During that time, the producer-director-star made 33 features and has consistently been one of the industry's top boxoffice money-makers.

The Jerry Lewis-Paramount relationship was recently terminated.

sensation at the Cannes Film Festival and is a smash attraction where it has opened in the overseas market and "The Loved One," Tony Richardson's first picture since "Tom Jones."

At the recent San Sebastian Film Festival in Spain, "Once A Thief" received two awards—for best screenplay and greatest boxoffice potential and Lili Palmer received the Best Actress award for her performance in "Operation Crossbow."

O'Brien announced that "Doctor Zhivago," the most important MGM production in many years, is also nearing completion. (See separate story).

For the 1966-67 television season, MGM has concluded pilot and development deals with the networks for five series with the production of the pilots scheduled to commence in the late summer and early fall. Production on all five MGM series scheduled for the

## Biggest Summer Schedule Keeps Para. Studio Busy

HOLLYWOOD—In its biggest summer production schedule in the past decade, Paramount Pictures will place seven pictures before the cameras during July and August, it was announced by Howard W. Koch, vice-president and studio and production head.

In addition, production activities will continue on five pictures that started in the late spring, bringing the total shooting schedule to 12 pictures, Koch said.

The new films and their starting dates are "Nevada Smith," Paramount-Embassy production starring Steve McQueen, Karl Malden, Arthur Kennedy, and Raf Vallone, with Henry Hathaway producing and directing and Joseph E. Levine as executive producer, which started last week; Seven Arts' "Is Paris Burning?," with Paul Graetz producing and Rene Clement directing an international cast of more than 50 top stars, also just launched; "The Oscar," Paramount-Embassy co-production starring Stephen Boyd, Milton Berle, Elke Sommer, Edie Adams, Ernest Borgnine, Tony Bennett, and Jill St. John, with Clarence Greene producing and Russell Rouse directing and Joseph E. Levine as executive producer, launched this week.

Also, "Easy Come, Easy Go," starring Jan and Dean, with Bobby Roberts producing and Barry Shear directing, July 26; Hal Wallis' "Hawaiian Paradise," starring Elvis Presley, Marianna Hill, and James Shigeta, with Michael Moore directing, July 26; A. C. Lyles' "Fort Siege," August; and Seven Arts' "This Property Is Condemned," starring Natalie Wood, with Ray Stark producing, August.

Currently before the cameras are Seven Arts' "Oh Dad, Poor Dad, Mamma's Hung You In The Closet And I'm Feelin' So Sad," starring Rosalind Russell, Robert Morse, Barbara Harris, Hugh Griffith, and Jonathan Winters, with Ray Stark producing and Richard Quine directing; "The Slender Thread," starring Sidney Poitier and Anne Bancroft, with Stephen Alexander producing and Sydney Pollack directing; "Seconds," starring Rock Hudson and Salome Jens, with Edward Lewis producing and John Frankenheimer directing, "Alfie," starring Michael Caine, Shelley Winters, and Shirley Anne Field, with Lewis Gilbert producing and directing; A. C. Lyles' "Apache Uprising," starring Rory Calhoun, Corinne Calvet, John Russell, and Lon Chaney, with R. G. Springsteen directing.

networks this fall, is now well under way.

"The MGM Records Division," continued the President's letter, "is in an outstanding position this summer, paced by the new sensations of rock and roll, Herman's Hermits." Single recordings by the English singing group have already sold more than 4,000,000 copies.

O'Brien also announced that MGM has completed arrangements with a group of banks for a seven year, \$15 million term loan and a \$5 million standby credit which the company can take down at its option within three years. The proceeds of the loan will be used for working capital as well as to repay the debenture debt maturing on July 15.

It was also reported in the President's letter to stockholders that during the third quarter, the company had acquired for its treasury 107,000 shares of its stock which will be available for various corporate purposes.



## New Dickinson Theatre Planned For Kansas City

KANSAS CITY—Glen Dickinson, Jr., president of Dickinson, Inc., has announced plans for a new theatre project in Kansas City to be named the Glenwood. This theatre will be a free standing building with surrounding parking area located immediately north of Dickinson's Glenwood Manor Motor Hotel. The theatre will have a capacity of 800, with deluxe full cushion seating and extra wide spacing, and will be equipped to handle all types of projection including 70 mm.

Glenwood will have a double duty as a part of the convention facilities for Glenwood Manor to be used in connection with the present enlarged Glenwood Hall, which now has a capacity of 650 people for dining. Glenwood Manor is just completing a \$500,000 expansion program, which includes the enlarged meeting hall with automatic push button movie projection system, as well as 50 additional deluxe bedroom units including two VIP suites, which are also available for parties. The motel complex now includes over 200 bedrooms and suites.

Design for the new theatre project will include contemporary type lobby with large glassed-in areas and garden areas. Construction is expected to start this fall, and completion is planned for early spring.

## General Cinema Ups Burdett

BOSTON—S. Merl Burdett has been named a division manager in New Jersey for General Cinema Corporation by Robert Smerling, mid-Atlantic zone manager for the circuit. Burdett will join Harvey Elliott, James Ellis, and Edward Dineen, General Cinema division managers in the New Jersey area. Burdett's appointment was necessitated by the increasingly expanding theatre operations of General Cinema in the state.

A veteran in motion picture exhibition, Burdett joined General Cinema in May of 1961 as manager of the Cinema, Menlo Park, N. J. He entered exhibition in 1930 as part owner of a theatre in Casey, Ill. and prior to joining General Cinema was city manager for Walter Reade Theatres in Asbury Park, N. J. In 1962, he was named the outstanding new manager of the year by General Cinema Corporation; in 1963, he was named manager of the year by the circuit and received honorable mention for this award in 1964.

## Blanke To Warners TV

BURBANK, CALIF.—Henry Blanke, who produced many of Warner Bros.' most noteworthy motion pictures in the past, is returning to the studio to produce television shows under the auspices of William T. Orr, tv production head.

Blank left Warner Bros. in 1959 soon after producing "The Nun's Story," with Audrey Hepburn. He had been with the company since 1923, starting as an associate of Ernst Lubitsch on the filming of "The Marriage Circle."

Among the films he produced for Warners are "Young at Heart," "Come Fill the Cup," "The Fountainhead," "Beyond the Forest," "Treasure of the Sierra Madre," "Of Human Bondage," "The Maltese Falcon," "The Sea Wolf," "The Old Maid," "Jaurez," "Four Daughters," "The Life of Emile Zola," "Jezebel," "Anthony Adverse," "Petrified Forest," and "The Story of Louis Pasteur."

# 600 N.Y. Theatres Pledge Support Via Collections In Hospital Drive

New York—The biggest representation of New York metropolitan theatres ever assembled here for a Will Rogers Fund Drive kickoff met in Loew's projection room. More than a hundred circuit heads, theatre and exchange executives, all major company sales managers, and representatives of the Will Rogers Hospital and O'Donnell Research Laboratories were in attendance. More than 600 New York metropolitan theatres were part of the seminar at which detailed plans of procedure for immediate "Audience Collections" were outlined. Pledges were obtained from all theatres represented and collections kits given out.

Emanuel Frisch, Randforce, New York exhibitor chairman, conducted the meeting and emphasized that any exhibitors unable to be present should mail in their pledges immediately to the Will Rogers office at 1501 Broadway, so that collection kits might be sent them for immediate action. Sales managers in attendance, in addition to Morris Lefko, MGM's vice-president in charge of sales, and national campaign chairman of the 1965-66 "More Than A Million" Drive, were Charles Boasberg, Paramount; Morey (Razz) Goldstein, Warner Brothers; Rube Jackter, Columbia; Irving Ludwig, Buena Vista; Henry Hi Martin, Universal; Nat Nathanson, Allied Artists; Joe Sugar, 20th Century-Fox; and Jim Velde, United Artists. Also present were Ned E. Depinet, president of Will Rogers Memorial Fund; Sam Rosen, Stanley Warner, treasurer; Ned Shugrue, executive director; Si Seadler, MGM, national publicity chairman; Phil Gravitz, MGM New York branch manager and distributor area chairman; and New York exhibitor co-chairman David Rosen, Stanley Warner, and Abe Fabian, Fabian Theatres. Richard Walsh, chairman of the board of Will Rogers Memorial Hospital, returning from Belgium, was also among those invited to the seminar. Speakers in addition to seminar chairman Frisch were Lefko, Depinet, Rosen, and Seadler.

Frisch expressed the sentiment of the gathering when he thanked the I.A.T.S.E. for their cooperation this year again, as in past years, whereby the union men waive overtime charges for the time actually consumed during audience collections. Announcement was also made that the Will Rogers Hospital documentary, "A Place in the Country," produced by Universal's Norman Gluck, which was originally made for industry screenings, has been edited down to nine minutes for public viewing and will be available shortly for use on theatre screens as well as in 16mm for tv.

President Depinet described the amazing progress at Will Rogers which was noted at the recent industry annual meeting at Lake Saranac and commended exhibitors present and exhibitors everywhere on the dedication that makes it all possible. The seminar covered every phase of audience collections, with emphasis by Lefko on the growing needs of research, healing, and teaching at Will Rogers that necessitated more revenue than ever. "We seek the cooperation of at least 6000 theatres this year to reach our goal of 'More Than A Million,'" said Lefko. "It is vital that audience collections be started immediately in order to take advantage of the big summer releases from all companies that attract large audiences." Lefko stated that the goal for the New York metropolitan area was \$350,000.

In conjunction with his outline of publicity cooperation behind the drive, Seadler emphasized theatre activities within the community all year long. He distributed copies of this year's press kit and also displayed a plaque which exhibitors will receive for posting. The plaque describes the theatre's pride in being part of the Will Rogers humanitarian project and is designed to have a permanent place in the theatre lobby as a means of winning community and press respect. The Frank Sinatra audience collection trailer was also shown.

## Buffalo's Tent 7 To Sponsor Camp

BUFFALO—The brightness and warmth of summer sunshine are contained in a pilot project which Tent 7 Variety Club has announced here; a summer camping program for educable moderately-retarded children.

The project is a combined effort of the Association for Retarded Children, Children's Rehabilitation Center, Children's Hospital, Cradle Beach Camp and Camp Lakeland.

It has been announced by Harold Bennett, chairman of the Heart Committee of Tent 7, that "The board of directors of Tent 7 has unanimously approved financial sponsorship of this pilot program."

"There are summer camps for acutely-retarded, physically-handicapped and normal youngsters, but no camps in Western New York with a long-range program for the educable, moderately-retarded children such as those who attend special classes regularly in our public schools.

"It is quite possible this program may develop into a highly-significant and continu-

ing factor in the care and treatment of handicapped children, just as the Variety Club Children's Cerebral Palsy Clinic was the genesis of today's Children's Rehabilitation Center."

Camp tours will be offered 64 children, 32 boys and 32 girls, each attending a full two-week encampment under the supervision of trained counselors, nurses and therapists.

The long range goal for these children is that they eventually may be assimilated into camps with normal children.

Serving on a joint committee are Mrs. Jean Milholland, Mrs. Kathy Meyers, Mrs. Amelia Sherrets, Jack Anthony and Dr. Robert Warner.

The estimated cost to the Variety Club will be about \$3,500.

Bennett observed: "We in Variety want the public to know how Variety uses the money so generously given to us." Encampments will be at Cradle Beach and Camp Lakeland on the south shore of Lake Erie.



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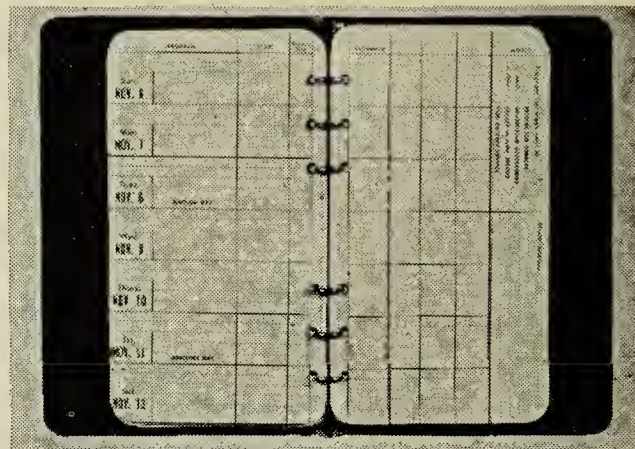
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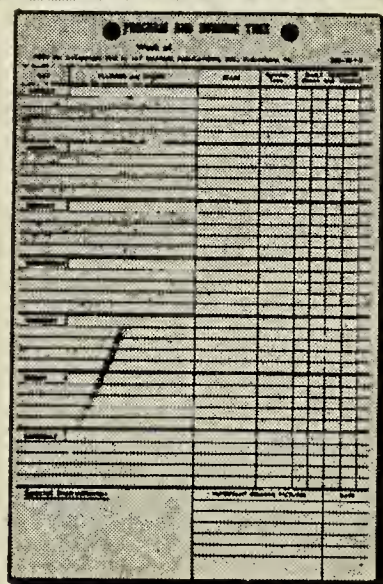
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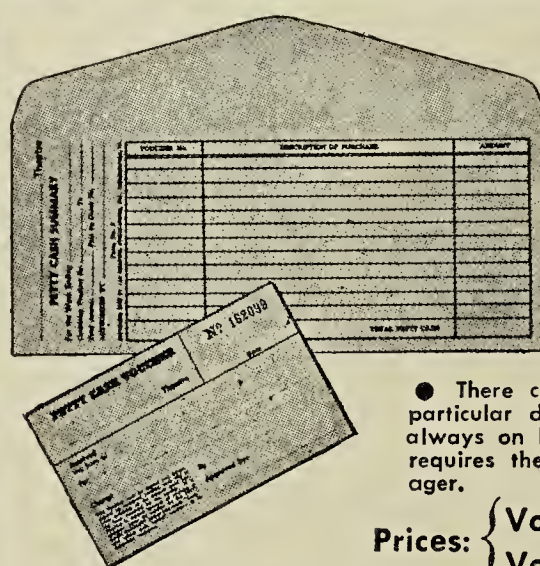
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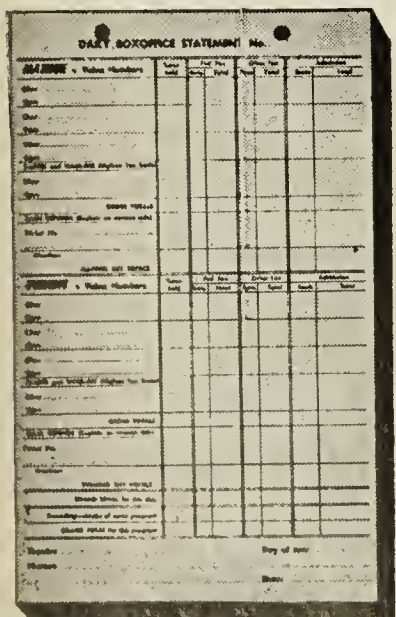
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● Printed on both sides so that complete factual totals for one day can be kept on one 5 1/2 x 9 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

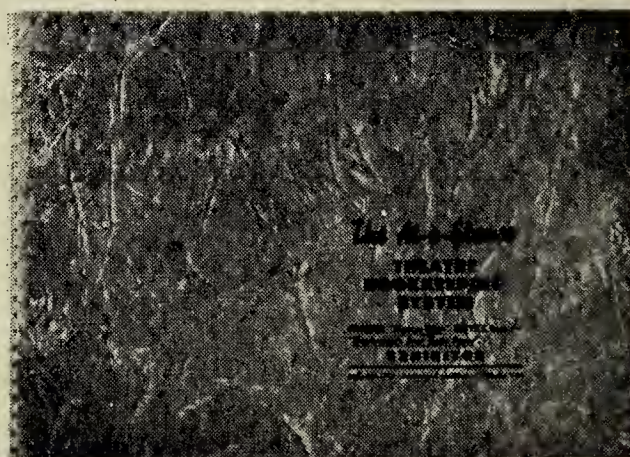
● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

Price: 30c per pad

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SERVICE  
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## THE "At-a-Glance" BOOKKEEPING BOOK —specially designed by a leading theatre specializing C.P.A. authority.



● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.

Price: \$1.75 per book (Sufficient for 52 weeks).

DESIGNED . . . PRODUCED . . . WAREHOUSED . . . and DELIVERED . . .  
restricted to current THEATRE SUBSCRIBERS ONLY! Sample sheets



# • TIME TESTED FORMS and SYSTEMS:

PLUS  
SERVICE  
**No. 7**

## Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.

**THEATRE PAYROLL**  
Theatre: *Starline*  
Location: *Center Square, Va.*  
Week ending: *6/5/55*

EMPLOYEE	NAME	NO.	RATE	HOURS	TOTAL	DEDUCTIONS	NET
1	ALVIN E. GIBSON	101-10-11	12	12	144		144
2	JOHN E. GIBSON	101-10-12	12	12	144		144
3	JOHN E. GIBSON	101-10-13	12	12	144		144
4	JOHN E. GIBSON	101-10-14	12	12	144		144
5	JOHN E. GIBSON	101-10-15	12	12	144		144
6	JOHN E. GIBSON	101-10-16	12	12	144		144
7	JOHN E. GIBSON	101-10-17	12	12	144		144
8	JOHN E. GIBSON	101-10-18	12	12	144		144
9	JOHN E. GIBSON	101-10-19	12	12	144		144
10	JOHN E. GIBSON	101-10-20	12	12	144		144
11	JOHN E. GIBSON	101-10-21	12	12	144		144
12	JOHN E. GIBSON	101-10-22	12	12	144		144
13	JOHN E. GIBSON	101-10-23	12	12	144		144
14	JOHN E. GIBSON	101-10-24	12	12	144		144
15	JOHN E. GIBSON	101-10-25	12	12	144		144
16	JOHN E. GIBSON	101-10-26	12	12	144		144
17	JOHN E. GIBSON	101-10-27	12	12	144		144
18	JOHN E. GIBSON	101-10-28	12	12	144		144
19	JOHN E. GIBSON	101-10-29	12	12	144		144
20	JOHN E. GIBSON	101-10-30	12	12	144		144
21	JOHN E. GIBSON	101-10-31	12	12	144		144
22	JOHN E. GIBSON	101-10-32	12	12	144		144
23	JOHN E. GIBSON	101-10-33	12	12	144		144
24	JOHN E. GIBSON	101-10-34	12	12	144		144
25	JOHN E. GIBSON	101-10-35	12	12	144		144
26	JOHN E. GIBSON	101-10-36	12	12	144		144
27	JOHN E. GIBSON	101-10-37	12	12	144		144
28	JOHN E. GIBSON	101-10-38	12	12	144		144
29	JOHN E. GIBSON	101-10-39	12	12	144		144
30	JOHN E. GIBSON	101-10-40	12	12	144		144
31	JOHN E. GIBSON	101-10-41	12	12	144		144
32	JOHN E. GIBSON	101-10-42	12	12	144		144
33	JOHN E. GIBSON	101-10-43	12	12	144		144
34	JOHN E. GIBSON	101-10-44	12	12	144		144
35	JOHN E. GIBSON	101-10-45	12	12	144		144
36	JOHN E. GIBSON	101-10-46	12	12	144		144
37	JOHN E. GIBSON	101-10-47	12	12	144		144
38	JOHN E. GIBSON	101-10-48	12	12	144		144
39	JOHN E. GIBSON	101-10-49	12	12	144		144
40	JOHN E. GIBSON	101-10-50	12	12	144		144
41	JOHN E. GIBSON	101-10-51	12	12	144		144
42	JOHN E. GIBSON	101-10-52	12	12	144		144
43	JOHN E. GIBSON	101-10-53	12	12	144		144
44	JOHN E. GIBSON	101-10-54	12	12	144		144
45	JOHN E. GIBSON	101-10-55	12	12	144		144
46	JOHN E. GIBSON	101-10-56	12	12	144		144
47	JOHN E. GIBSON	101-10-57	12	12	144		144
48	JOHN E. GIBSON	101-10-58	12	12	144		144
49	JOHN E. GIBSON	101-10-59	12	12	144		144
50	JOHN E. GIBSON	101-10-60	12	12	144		144
51	JOHN E. GIBSON	101-10-61	12	12	144		144
52	JOHN E. GIBSON	101-10-62	12	12	144		144
53	JOHN E. GIBSON	101-10-63	12	12	144		144
54	JOHN E. GIBSON	101-10-64	12	12	144		144
55	JOHN E. GIBSON	101-10-65	12	12	144		144
56	JOHN E. GIBSON	101-10-66	12	12	144		144
57	JOHN E. GIBSON	101-10-67	12	12	144		144
58	JOHN E. GIBSON	101-10-68	12	12	144		144
59	JOHN E. GIBSON	101-10-69	12	12	144		144
60	JOHN E. GIBSON	101-10-70	12	12	144		144
61	JOHN E. GIBSON	101-10-71	12	12	144		144
62	JOHN E. GIBSON	101-10-72	12	12	144		144
63	JOHN E. GIBSON	101-10-73	12	12	144		144
64	JOHN E. GIBSON	101-10-74	12	12	144		144
65	JOHN E. GIBSON	101-10-75	12	12	144		144
66	JOHN E. GIBSON	101-10-76	12	12	144		144
67	JOHN E. GIBSON	101-10-77	12	12	144		144
68	JOHN E. GIBSON	101-10-78	12	12	144		144
69	JOHN E. GIBSON	101-10-79	12	12	144		144
70	JOHN E. GIBSON	101-10-80	12	12	144		144
71	JOHN E. GIBSON	101-10-81	12	12	144		144
72	JOHN E. GIBSON	101-10-82	12	12	144		144
73	JOHN E. GIBSON	101-10-83	12	12	144		144
74	JOHN E. GIBSON	101-10-84	12	12	144		144
75	JOHN E. GIBSON	101-10-85	12	12	144		144
76	JOHN E. GIBSON	101-10-86	12	12	144		144
77	JOHN E. GIBSON	101-10-87	12	12	144		144
78	JOHN E. GIBSON	101-10-88	12	12	144		144
79	JOHN E. GIBSON	101-10-89	12	12	144		144
80	JOHN E. GIBSON	101-10-90	12	12	144		144
81	JOHN E. GIBSON	101-10-91	12	12	144		144
82	JOHN E. GIBSON	101-10-92	12	12	144		144
83	JOHN E. GIBSON	101-10-93	12	12	144		144
84	JOHN E. GIBSON	101-10-94	12	12	144		144
85	JOHN E. GIBSON	101-10-95	12	12	144		144
86	JOHN E. GIBSON	101-10-96	12	12	144		144
87	JOHN E. GIBSON	101-10-97	12	12	144		144
88	JOHN E. GIBSON	101-10-98	12	12	144		144
89	JOHN E. GIBSON	101-10-99	12	12	144		144
90	JOHN E. GIBSON	101-10-100	12	12	144		144
91	JOHN E. GIBSON	101-10-101	12	12	144		144
92	JOHN E. GIBSON	101-10-102	12	12	144		144
93	JOHN E. GIBSON	101-10-103	12	12	144		144
94	JOHN E. GIBSON	101-10-104	12	12	144		144
95	JOHN E. GIBSON	101-10-105	12	12	144		144
96	JOHN E. GIBSON	101-10-106	12	12	144		144
97	JOHN E. GIBSON	101-10-107	12	12	144		144
98	JOHN E. GIBSON	101-10-108	12	12	144		144
99	JOHN E. GIBSON	101-10-109	12	12	144		144
100	JOHN E. GIBSON	101-10-110	12	12	144		144

Price:  
52  
sheets  
(1 year)  
for \$1.30

● This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

● Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.

One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS  
SERVICE  
**No. 9A**

## Monthly *Drive-In* BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.

**Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET**

DATE	DAY	WEEK	MONTH	YEAR	ADMISSIONS	TICKETS	CONFECTION	TOTAL
1/1	1	1	1	1				
1/2	2	1	1	1				
1/3	3	1	1	1				
1/4	4	1	1	1				
1/5	5	1	1	1				
1/6	6	1	1	1				
1/7	7	1	1	1				
1/8	8	1	1	1				
1/9	9	1	1	1				
1/10	10	1	1	1				
1/11	11	1	1	1				
1/12	12	1	1	1				
1/13	13	1	1	1				
1/14	14	1	1	1				
1/15	15	1	1	1				
1/16	16	1	1	1				
1/17	17	1	1	1				
1/18	18	1	1	1				
1/19	19	1	1	1				
1/20	20	1	1	1				
1/21	21	1	1	1				
1/22	22	1	1	1				
1/23	23	1	1	1				
1/24	24	1	1	1				
1/25	25	1	1	1				
1/26	26	1	1	1				
1/27	27	1	1	1				
1/28	28	1	1	1				
1/29	29	1	1	1				
1/30	30	1	1	1				
1/31	31	1	1	1				

● There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.

● At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.

● Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS  
SERVICE  
**No. 8**

## SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

**LATEST REVISION** also includes the additional data necessary to **DRIVE-IN THEATRES!**

● Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.

● This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.

● It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

Price: 10c each

## A practical SERVICE MANUAL for the Theatre Staff

6th Printing  
(Revised)

PLUS  
SERVICE  
**No. 10**

## Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.

**ANNUAL EMPLOYEE EARNINGS RECORD**

NAME	DATE	MONTH	YEAR	EARNINGS
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# Frisch Renews Plea For Exemption Of Theatres From Federal Wage Bill

WASHINGTON—Emanuel Frisch, Rand-force Theatres, acting in behalf of COMPO, asked a subcommittee of the Senate Labor and Public Welfare Committee in Washington to exempt part-time workers of motion picture theatres from coverage under a bill introduced by Senator McNamara amending the current federal Fair Labor Standards Act.

Frisch's arguments for exemption from this bill, and also from another measure calling for double-time as over-time pay, were the same as those he presented on June 21 before a subcommittee of the House Education and Labor Committee.

Frisch argued that mandatory \$1.25 an hour wage for part-time theatre workers would result in the discharge of most of these employees as the theatres would be unable to meet the added expense. He stated that part-time workers did not work for the support of families but were usually elderly persons or very young people working for extra spending money. They were the most expendable of all theatre employees, he said.

Frisch also urged the committee to adopt a definition of part-time workers so that there would be no confusion as to the meaning of the term. His definition defined a part-time worker as "Any employee who (a) does not work more than 30 hours per week, or (b) does not work more than six hours per day, or (c) does not work more than four days a week, or (d) does not work more than 17 weeks per year, shall be defined as a part-time employee."

If it were impossible to do this, he asked that part-time workers be designated by the type of job they performed.

Attending the hearing were the two co-chairmen of the COMPO Minimum Wage Committee, C. Elmer Nolte, Jr., Baltimore, and LaMar Sarra, Jacksonville; Edward Cooper, Washington office of the MPAA; and Charles E. McCarthy, executive vice-president of COMPO.

The hearing was presided over by Senator McNamara, chairman of the subcommittee. Others on the subcommittee are Senators Wayne Morse, Jennings Randolph, Claiborne Pell, Gaylord Nelson, and Robert F. Kennedy (Democrats), and Jacob K. Javits, Winston L. Prouty, and Paul J. Fannin (Republicans).

## Conn. Civic Center Studied

HARTFORD—Aetna Life Affiliated Companies will sponsor a "feasibility study" looking toward development of a new civic center for Connecticut's capital city.

The insurance company will underwrite a detailed study of the two-block redevelopment area bounded by Trumbull, Asylum, Ann and Church Streets.

Currently situated in the tract are ABC's Allyn Theatre and the independent E. M. Loew's Theatre.

The site will be weighted as location for a complex of retail stores and parking built around a convention hall-auditorium and exhibition hall.

The tract is already approved for razing as a redevelopment project with federal aid, and a \$3.2 million bond issue has been approved by city voters for Hartford's cost share.



Cutting the ribbon to mark the recent opening of Century's new Paramus in the Garden State Plaza Shopping Center, N. J., are three Century officials and Mayor Robert Inglima of Paramus. From left, Leslie R. Schwartz, president; Henry C. Miner, Jr., chairman of the board; the Mayor; and Martin H. Newman, vice-president, Century Theatres.

## To See Or Not To See?

WASHINGTON, D. C.—Although the House voted some time ago to permit the showing of the U. S. Information Agency documentary, "John F. Kennedy—Years of Lightning, Day Of Drums," in U. S. film theatres, the Senate has yet to act.

The Republican National Committee is circulating remarks by Rep. James Broyhill, R., N. C., to the effect that there are dangers in permitting a propaganda agency to operate within the U. S., adding that film about either a Republican or Democratic administration produced at government expense would lay USIA open to a charge, justified or not, that it is attempting to mold public opinion right here.

# Industry Victorious On Two Fronts As N.Y. Legislative Session Ends

ALBANY — The motion picture industry scored another victory when Governor Nelson A. Rockefeller signed a bill that exempts all admissions to motion picture theatres from the new state-wide two percent sales tax. The first legislation exempted only admissions of 90 cents or less.

The Metropolitan Motion Picture Theatre Owners Association, which, through executive director and legislative representative D. John Phillips, took a stand for exemption for all film admissions, succeeded in having an amended measure introduced by Senate Rules Committee. Senate and Assembly adopted it during the closing days of the recent session.

The Governor also approved two other sales tax exemption bills, as well as one authorizing New York City to continue the collection of its amusement tax.

The industry beat back attempts to enact a new "procedural" motion picture censorship law and a classification act (for unaccompanied children under 16) during the long session of Legislature. Assembly passed

## "Zhivago" Set for N. Y., Los Angeles Premieres

NEW YORK — It was disclosed here by Robert H. O'Brien, president of Metro-Goldwyn-Mayer, that David Lean's film of Boris Pasternak's world famous novel, "Doctor Zhivago," will begin its reserved seat engagement on December 22nd with its world premiere in New York and Los Angeles.

Theatres to present the premiere engagements are being negotiated.

"Not since 'Gone With The Wind,'" said O'Brien, "has there been a film that has captured the excitement and imagination of the world as has 'Doctor Zhivago.' David Lean, its distinguished director, is creating a picture which will attain a high place among the all-time great motion pictures."

Preceded by more than two years of intensive preparation, "Doctor Zhivago" is nearing completion in Madrid, Spain. Photographed in Panavision and color, the films stars Omar Sharif, Julie Christie, Geraldine Chaplin, Alec Guinness, Rod Steiger, Tom Courtenay, Ralph Richardson, Siobhan McKenna and Rita Tushingham.

It was written for the screen by Robert Bolt, author of "A Man For All Seasons" and of the script for "Lawrence of Arabia," and is being produced by Carlo Ponti.

## Cinerama Looks To Future

NEW YORK—Cinerama expects approximately 150 theatres world-wide will be operating with the process as Cinerama theatres by the end of 1965.

All executive activities of the company are being transferred to the Forum Theatre Building, Los Angeles, during the week of Aug. 2.

Cinerama is now talking several deals with major companies in addition to United Artists, Warner Brothers, and Metro, with which Cinerama has already had dealings.

By the end of the year, there will be 70 or more Cinerama houses in operation domestically and as many as 78 abroad.

both—one sponsored by Assemblyman William J. Ferrall, and the other by Assemblyman Lawrence P. Murphy, Kings County Democrats.

Senate Rules Committee did not report either. Ferrall proposal was publicly endorsed by the Board of Regents, who called for the Senate to take a vote. Senate Majority Leader Joseph Zaretzki, Bronx Democrat, tangling with Senator John H. Hughes, Syracuse Republican and co-sponsor of the classification act, recalled that he had spoken against a censorship bill "12 to 15 years ago." Arguing censorship is "wrong," Zaretzki then said, "You are monkeying with a buzz-saw. Our U. S. Supreme Court is a dynamic court and you are going to run into trouble. It took about six or seven years after that, and sure enough, the statute was declared unconstitutional."

Coup de grace was delivered by N. Y. State Court of Appeals, which in June ruled the prior restraint law was "null and void" on basis of Supreme Court mandate in *Trans-Lux vs. Regents* ("A Stranger Knocks").



## New York Festival Sets Entry Deadline

New York—Deadline for entries to the Third New York Film Festival, Lincoln Center, September 7—18, has been set at August 2nd, it was announced here by Amos Vogel, festival director.

Foreign and American films—welcomed from any source—should be submitted prior to that date to the New York Film Festival at Lincoln Center.

The festival is being presented by Lincoln Center for the Performing Arts, in association with the British Film Institute, and with the cooperation of the Independent Film Importers and Distributors of America (IFIDA) and the Motion Picture Association of America (MPAA).

## Ferrer To Film Spoof On U. S.-Soviet Cold War

NEW YORK—Mel Ferrer has purchased the motion picture rights to "Ilyitch Slept here," best-selling novel by Henry Carlisle, which is a satirical spoof on the cold war between the Russians and the Americans. Ferrer will produce and direct the comedy sometime next year. Stanley Price has been signed to author the screenplay.

"Ilyitch Slept Here" is the third film project for Ferrer in the last 18 months. He produced and starred in "El Greco," to be released shortly by 20th Century-Fox, and recently finished producing and directing "Cabriola," which he also wrote, for Columbia release.

"Ilyitch Ulanov was Lenin's name," Ferrer reports, "and the story is about a manuscript supposedly left by Lenin in a Swiss chalet which he rented for a year just before he returned to Russia in 1917. The Russians suspect that he wrote a monograph on the American Constitution, particularly the amendment thereto, which may have been favorable.

"The Americans naturally would love to discover such a document, and the house is accidentally bought by a young American vice-consul and his new, pretty and very rich young wife.

"The story makes fun of everybody involved on both the American and Russian sides in their efforts to discover the papers. But the American ambassador and the Russian ambassador emerge as two rather savvy bright men, both of whom favor a detente and 'getting to know you attitude between the two countries.'"

Ferrer says the picture is set in Berne, Switzerland, present day and that there will be six major starring roles to be cast.

## Faustian Film To IPI

LOS ANGELES — International Productions, Inc., president Robert Brandt announced the purchase of "Hammersmith," by Stanford Whitmore. Screenplay, a modern version of the Faust legend, will be co-produced in Spain by Jack LaMont in early 1966.

## D-I Closing Bill Tabled

COLUMBUS, O.—Bill which would have required drive-in theatre operators in Ohio to close between 1:30 a. m. and 7:30 p. m. was tabled indefinitely by the House Committee on Metropolitan Areas. This bill is identical to Senate Bill 214. The Independent Theatre Owners of Ohio opposed both bills.

# The NEW YORK Scene

By Mel Konecoff

WE WILL GO TO ANY LENGTHS TO PRESENT OUR EXTENSIVE READERSHIP with coverage of industry happenings. Like take the other day. Ernie Emerling, vice-president and national director of advertising and publicity for Loew's Theatres, wanted to know wouldn't we like to fly up to Rochester to witness the opening of the circuit's newest theatre. "Of course," said we. "Our readers would expect it. Besides, we've always wanted to see Rochester."

A bit later, there we were on a plane bound for the Eastman Kodak city along with a distinguished group consisting of Joe Sugar, Morris Lefko, Milt Goodman, Ernie Sands, Jules Lapidus, Ralph Iannuzzi, Abe Dickstein, George Waldman, Hugh Owen, Herman Ripps, John Dervin, Nat Nathanson, Mel Maron, Allen and Rossi, Tony Randall, Martin Kutner, Herbert Robinson, John Hughes, Howard Mahler, Al Fisher, Sam Diamond, Norman Gluck, and Joe Friedman. Upon arrival, the guests were wafted to The Depot (chosen, by some strange coincidence, because the premiere attraction is "The Train"), a refreshment spot that was converted from an ancient railroad station.

One and one-quarter miles away, as the Old Crow flies, stood Rochester's newest and most exciting theatre where the visitors were greeted by 21 of the Rochester Democrat-Chronicle's Harvest Queens as well as by local personalities.

Following a welcome by Bernie Diamond, Loew's general manager, Allen and Rossi extended greetings in their own inimitable fashion, as did Tony Randall. Prior to this, there was a parade of 22 vintage cars owned by members of the Genesee Valley Antique Car Club loaded with hostesses; music by the Emerald Cadets Marching Band in the vast parking area; and soothing melodies from a quintet of violins in the foyer. Then came the tape cutting by Loew's officials and Mayor Frank T. Lamb of Rochester, Mayor Norman E. Lauterbach of Pittsford, and F. Ross Zarnow, supervisor of the Town of Pittsford, which is 10 minutes from downtown Rochester.

The Rochester house is the first unit in a group of approximately 30 new theatres to be added to the Loew's circuit during the next 24 months, and a circuit total of 100 houses is the goal set by officials. The new entry has 1,200 seats and has parking in the adjacent shopping area for 1,100 cars.

The theatre was designed by George Yurchison, A.I.A., and decorated by Joseph Schuler. The one-floor auditorium, which features a wall-to-wall, floor-to-ceiling all purpose screen, and "rocking-chair" type seats, was tastefully decorated in tones of royal blue, green and black. The house is equipped to project 70mm, Cinerama, and all of the wide-screen processes.

A focal point in the foyer area provides an art gallery in which the works of local artists will be displayed. The showing will be changed with each screen attraction. A 60-foot mural—a montage of motion picture memorabilia—sweeps across the spacious foyer. Matinees will be scheduled to run continuously from two p.m. on. Exclusive Rochester first-run showings of "Casanova '70," "Morituri," and "Ship of Fools" are scheduled.

The invitational opening climaxed one of the largest and most comprehensive promotional campaigns ever staged for the opening of a new theatre. A children's premiere, sponsored by WOKR-TV at which MGM's "Flipper" was shown, was held the afternoon before. The evening before, employees of the many shops making up the Pittsford Plaza Shopping Center were the guests of Loew's at a special preview.

Executives of Loew's Theatres in attendance included Laurence Alan Tisch, president; Arthur M. Tolchin, assistant to the president; Bernard Myerson, executive vice-president; Diamond; Emerling; Ben Joel, chief booker; William Trambukis, division director; Don Baker, advertising director; Ted Arnow, publicity director; Brian Van der Horst, publicist; Leonard Pollack, director of concessions; Gerry Diamond, Loew's engineering chief; and Lloyd Jacobs, assistant.

Representing Loew's Hotels division were Preston Robert Tisch, president; William K. Stern, assistant to the president; and Jim Shanahan, vice-president. Rein Rabakukk has been named general manager of the new Loew's Rochester operation.

Returning in the wee hours of the next morning, we suddenly realized that we never did get to see much of Rochester. Oh, well, another day perhaps.



From left to right, Sue Hamilton, Patti Chandler, Jo Collins, Bobbi Shaw, Salli Sachse, and Mary Hughes huddle around Marty Perlberg, RKO Theatres, at the recent sneak preview of their latest American International Pictures' comedy, "How To Stuff A Wild Bikini," at the RKO 58th Street Theatre, N. Y.



# LONDON Observations

By Jock MacGregor

THE NUMBER OF TOP FILM MEN WHO HAVE TROUBLED TO EXPRESS THEIR approval of my criticism of the Cannes Festival—even though some thought that it was long overdue—was most satisfying. An exception was Andrew Filson, who challenged me at the Federation of British Film Makers monthly press conference on my observations. He did not feel that one night there was enough to judge. I disagree. I have spoken to habitues and been to many other festivals. After all, one sniff should tell if an egg is bad.

Andrew however, is the first to agree that there are too many festivals and believes that in Europe there is room for a major one at Cannes, an artistic one at Venice, and one behind the Iron Curtain. Some others, rather than disappearing, he suggests, should specialize in a particular type of film. He also sees needs for one in both Asia and Latin America. I heartily concur. These are big markets for development, and I can vouch that at the Argentine Festival, which I also attended, the authorities were all out to promote movies and not hotels and tourism.

For the last word on Cannes, I can do no better than quote the official Unifrance Information bulletin: "After several years of growing 'worthiness' there was a feeling perhaps that Cannes had grown too serious; was in danger of sinking under a sea of moral rectitude and dullness. And so this year, back came the sparkle, the stars, the extravagance . . ." Extravagance is the operative word, and they said it.

THE BERLIN FESTIVAL CAME UNDER FIRE FROM MICHAEL KLINGER AND Tony Tenser when they had the press to their Compton Group office to see the Silver Bear and International Critics award which they had received for "Repulsion." They were not impressed with the organization and cited as one example how they had not been warned of a press conference for their picture. When they arrived, they were attacked by writers for being late. Many other things also vexed them. With the original idea of letting East Berliners see the best western pictures frustrated by The Wall, here indeed is a festival which should be reconsidered.

SIDNEY GILLIAT HAS ANNOUNCED A SLIGHTLY INCREASED PROFIT OF \$79,640 for Shepperton Studios for the year, against \$61,594, and recommended the paying of the six per cent cumulative participating preference stock dividend and five per cent on the ordinary stock. Firm conclusions for the future, he claims, are difficult to draw because of a startling fall-off in the demand for studio space during the normal peak period and an exceptional recovery in the usually slack winter months. Nevertheless, there is no depression at the studio, and the chairman hopes that if winter space demands are average, this year should see further financial improvement. The Granada Group is paying a 17½ cents interim dividend less tax on all ordinary shares, and will issue a half year report soon.

WHEN ON THE UNDERGROUND I WONDER IF TRADE EXECUTIVES OR MANY publicists ever travel that way. Here is the mecca of the movie one sheet or quad crown posters as we call them, and I must query how much money is lost here. While some seem incapable of selling anything, far too many are so cluttered up with contractual obligations that the title has to be so small as to be unreadable without stopping—and some even cope with double feature programs. The trouble is the industry has never recovered from the wartime paper restrictions outlook. The "quad" remains the utility job for front of house and indoor and outdoor advertising, and is almost the only poster available here. One publicist recently told me that he could not afford to produce bigger sizes as few exhibitors will use them. I can believe that. All too often, one can drive through an area without knowing that a cinema exists—and rarely can the Town and Country Planning Act be blamed. In turn, one also notices that many exhibitors do produce their own posters which give real prominence to the title and stars who sell seats.

MANY TRADE PERSONALITIES BRUSHED UP THEIR CULTURE AS GUESTS OF Rank Theatres when the Festival Ballet's "Swan Lake" replaced pre-release movies for a season at the New Victoria. The stage has been extended into the auditorium, and several rows of stalls have made way for the large orchestra. Settings and presentation are breathtaking, and I suspect other big live shows will find their way into this fine 2400 plus seater. . . . Readers of this column are lovers of the best and will be sorry that "Mr. William," restaurant manager of London's exclusive Les Ambassadeurs Club, has retired. John Mills, the tall one and not the actor who now also runs York's El Morocco, hosted a farewell champagne party which was well supported by millionaires. Among the film types present, I met Earl St. John, who is stepping down from the Rank board having passed the 70 mark; Betty Box and Ralph Thomas, who are off to the continent seeking new talent for the next "Doctor" picture; Peter Rogers, who is starting "Carry On Cowboy;" and Kenneth Hyman, who is receiving many compliments for his hit with "The Hill." We shall miss "Mr. William," whose son, incidentally, is a top film editor with Disney, after more than a quarter of a century. He will be succeeded by his No. 1—Guilio, no stranger to filmland's gourmets. And, talking of bon viveurs, MGM has press shown the 32-year-old "Grand Hotel" before reviving it at the 1500 seat Empire, and received a very big coverage. It is still well worth seeing. And continuing the theme of luxury living: the smiling face of Bunny Evans, mine host at Wardour Street's Duke of Wellington, is reflected in the shining new lino flooring. Don't spill the beer, chaps. . . . It is many moons since the first press conference in Stanley Dubens' office to launch "Modesty Blaise." After various delays, the project has increased enormously in stature and has come under the 20th-Fox banner. Before producer Joseph Janni, director Joseph Losey, and the stars, Monica Vitti and Dirk Bogarde, left for locations in Amsterdam, Sicily, Naples, and Rome, I joined them for a farewell drink.

## L.A. Film Row Exodus Quickened By UA Move

BEVERLY HILLS—United Artists' motion picture distribution division signed a 10-year lease for west coast offices in the Buckeye La Cienega-Gregory Building, president Bram Goldsmith of Buckeye Realty and Management Corporation disclosed today.

UA is the third major film distributor in a year to sign long-term pacts for large offices in the modern four-story Buckeye structure.

Buena Vista, Disney motion picture distribution division, has occupied offices in the same building since mid-1964. 20th Century-Fox distribution moved to the same location in March 1965.

Headquarters booking offices for a majority of the leading southern California exhibitors are adjacent to the Buckeye building. They include such major motion picture organizations as Pacific Theatres, National General Corp., Metropolitan Theatres, and the Southern California Theatre Owner's Association. Concentration of these and other key exhibition and distribution groups in the area permits ease of access along with numerous other advantages.

Other distribution-exhibition firms are said to be jelling plans to enter this area, with a view toward an integrated and related group of motion picture facilities.

## Ferguson Back From Europe

NEW YORK—Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity, returned to New York last week from Europe. Ferguson held a series of meetings in Paris with the company's advertising and publicity executives from all European territories.

Following the conferences, Ferguson attended the Berlin International Film Festival, where Lee Marvin, star of Columbia's "Cat Ballou," was awarded the coveted "Silver Bear"—the festival's top acting prize—for his performance in the western spoof.

Ferguson then proceeded to Munich for conferences with Stanley Kramer, producer-director of "Ship of Fools."

## Academy Committee Set

HOLLYWOOD—Membership of the forum and screening committee of the Academy of Motion Picture Arts and Sciences was announced by Arthur Freed, president. The committee comprises Geoffrey M. Shurlock, chairman; Harry Brand, Walter Reisch, and Robert M. W. Vogel.



The stars of United Artists' "The Glory Guys," Harve Presnell and Tom Tryon, recently met Larry Starsmore, president, Westland Theatres, during the opening of the new Cinema 70, Colorado Springs, Colo.



## ALBANY

Stanley Kramer, head, Stanley Kramer Productions, was to speak on "Communications By Motion Pictures" on July 28 at the Rensselaerville Institute on Man and Science in nearby Helderbergs. . . . Albany Variety Club at a recent dinner meeting in Holiday Inn heard Nat Nathanson, an International Variety Clubs officer, and chief barker Adrian Ettelson speak on many subjects including the Sir Billy Butlin contest. New members were initiated. . . . Alan Iselin entered his latest feature film, "Frankenstein Meets The Space Monster" at the Science Fiction Film Festival in Trieste, Italy. For this exhibition, it was titled "The Duel Of The Space Monsters." Iselin hoped to attend the Trieste Festival, but was not certain he could do so. . . . Palace was the scene of graduation exercises of Albany High School held during a recent morning. The Times-Union carried a four column photo of the good-will event.

## BOSTON

The Astor, which had big business with its current attraction, "The Sandpiper" (MGM), has booked "Lord Jim," Richard Brooks' Technicolor and Super Panavision adventure romance, which will have its New England premiere on Aug. 4. . . . The new summer policy at the three Sack theatres currently on hard ticket has been set to offer two daily performances at 2 and 8:30 p.m., except Sunday at 8:30. The theatres are the Music Hall, "Magnificent Men in Their Flying Machines"; Saxon, with "My Fair Lady"; and Gary, with "The Sound of Music." . . . Boston theatre magnate E. M. Loew has made an offer to buy the Boston Red Sox from owner Tom Yawkey. No figure was mentioned, and there were no details forthcoming from the Boston based theatre man who operates a chain of hardtops and drive-ins around the country, racetracks, hotels, and the New York night club, the Latin Quarter. . . . Ben Sack's new Savoy, the former Keith Memorial, opens Aug. 3 with "Morituri." The 2,880-seat house will be price scaled at 90 cents-\$1.80 and will be completely refurbished and facelifted.

## BUFFALO

A large crowd of exhibitors from all over western New York attended the invitational trade screening of "The Great Race," screened by Warners' branch manager Mike Klein in Schine's Granada. The Warners exchange now is located in its new quarters in room 311, 344 Delaware avenue in the Vars building, a situation much more accessible to exhibitors than the old spot in the Corn Exchange Building. . . . Prospects for a "live" educational television network between New York City and Buffalo have been enhanced greatly by the state legislature's recent passage of a supplemental budget. A \$325,000 item for such a network, cut by the Legislature in April from State University funds, has been restored in the new fiscal estimate. Telephone lines to be used as the network link are expected to be operational by early fall. The network will connect ETV stations in New York City and Albany with Buffalo's WNED. Stations in Rochester and Syracuse will join when they begin broadcasting early next year. . . . Blatt Bros., who operate a number of theatres in western New York, have taken over the Grand, Westfield, N. Y. Russell Patty is the manager of the house under the new ownership. . . . Sydney J. Cohen, president, Allied Theatre Owners of New York State, Inc., attended a meeting of officers of National Allied in Pittsburgh when the agenda was set for the national

convention Oct. 11. . . . Buffalo exhibitors were shocked to hear of the sudden death of Jerry Evarts, 51, well-known and very popular columnist of the Courier-Express, who for many years cooperated with local theatres in promotional stunts. . . . Bob Sokolsky, in his column in the Courier-Express, said: "Saturday matinee serials have all but gone the way of the dodo bird and the 10 cent balcony ticket. Newsreels are doing the same. And now one more movie tradition appears ready to enter that pit of oblivion. The second feature, once an absolute must in the programming of any theatre, is fading rapidly and may be all but gone within the next season or two. The principal reasons for the departure of these films: the success of 'Ben Hur' led movie makers to the production of more three-hour plus epics, leaving little time for the 'B' film. Most theatres now are booking previous season top-run features to round out their bills. This practice has grown so prevalent that one film company, noted for its bottom-of-the-program releases, has decided to abandon them entirely. That situation could develop into an improved one for theatre patrons with producers freeing themselves for more top quality product. To date, it has not cut down production schedules and could even bring some of the better films around a few more times before they are sold to television." . . . Harry Lotz, president of the South Buffalo Businessmen's association and the prime mover in putting over the reopening of the Seneca, sponsored by the association he heads, was prominent in helping to stage a three-day festival last week in Cazenovia Park and featuring nightly fireworks, a parade, sports events, and free refreshments for children—all put on to attract folks into the area to patronize the stores and, of course, the Seneca, where manager Bill McKnight constantly is originating stunts to keep 'em coming to the box office. . . . Monday, July 26, will be a memorable day in the annals of Tent 7, Variety Club of Buffalo. The barkers will journey across the border to Erie Downs Golf and Country Club for the tent's big golf outing, of which Jack Chinnell, manager, Buffalo Buena Vista exchange, is chairman. Jake Stefanon, Blatt Bros., district manager, is co-chairman. Two four-somes from the Toronto Variety Club are coming to Erie Downs to play with the Buffalo Variety golfers. . . . Bernard Diamond, general manager, Loew's Theatres, and William Trambukis, northeast division manager, set up an office in the new Loew, Pittsford, N. Y., opposite the big shopping plaza there, and remained until the house opened. . . . Vintage aircraft of 1910 such as used in the 20th Century-Fox production of "Those Magnificent Men in Their Flying Machines" were on display in the big parking space in front of the GEX building. Charlie Funk, Fox exploitation-publicity representative, and Carl Schaner, manager of the Century, made the arrangements for the promotional spalsh. The production is coming to the Century on, Aug. 11. WKBW-TV covered the local display, and so did the newspapers and several radio stations. . . . Joe Garvey, his wife, and two children are leaving the end of July for a vacation motor tour through the south. The Granada will run "My Fair Lady" into the middle of August. While Garvey is vacationing, assistant John A. Locke, III, will be at the helm, assisted by a former Granada assistant, Doug Seil. . . . Edward Miller, managing director, Center, with famous local artist Anthony Sistin cooperating, advised more than 200 sculptors and painters that they would be especially interested in "The Sandpiper," his

current attraction, shot on location at the Big Sur in California. Art dealers and supply stores also cooperated with special displays.

Anthony T. Kelinski, chief barker, Tent 7, Variety Club of Buffalo, announces that the entertainment industry golf outing will be held Monday, July 26, at the Erie Downs Golf and Country club, Fort Erie, Ontario, Canada. . . . Albert J. Petrella, first assistant chief barker of Tent 7, Variety Club of Buffalo and Republican councilman-at-large, has announced that he will seek the GOP and Democratic endorsements for mayor. The 40-year-old Petrella, an advertising executive, has served on the common council since 1961. To date, there are eight Democratic and GOP mayoral candidates. . . . A Sunshine Coach for Children was presented to the Rehabilitation Center of the Children's Hospital by the Buffalo Variety Club's Children's Foundation. The presentation was made by past chief barker Thomas W. Fenno and heart committee chairman Harold Bennett. . . . The Jamestown, N. Y., Board of Public Utilities has been asked to negotiate with a Michigan company regarding use of utility poles for a second cable tv service. John Sellsproom and Michael D. Lombardo, Jamestown attorneys for Booth Broadcasting Co., Detroit, attended a meeting along with D. A. Clark, vice-president of the company. The Detroit company recently requested a franchise for cable tv service. Jamestown Cablevision, Inc., has a similar franchise. . . . Francis Anderson, city manager for AB-PT in Rochester for many years and now supervisor for the same company's theatres in Rochester and Buffalo, was in Buffalo for final conferences with Arthur Krolick, who has been district manager for AB-PT in both cities for many years and who leaves to join Arizona Paramount Corp. as supervisor for that company's theatres in Tucson. Edward Miller, former managing director of the Paramount (recently demolished), has taken over the management of the Center, succeeding Ben Dargush, who is vacationing prior to becoming associated with Florida State Theatres. . . . Al Wright, Holiday Theatres, has closed the Elmwood, a community indoor theatre, one of Buffalo's first and most elaborate neighborhood houses, which was operated by the Shea Circuit for a number of years. . . . Menno Dystra, veteran western New York exhibitor, has closed his Glen, Williamsville, N. Y., for the summer season. The Glen is the only theatre in the thriving town, and Dystra has operated it for many years.

## CHARLOTTE

Approximately \$250,000 was paid to North Carolina Theatres, Inc., in connection with the sale of the Center, downtown Durham, N. C., to a building and loan association, it has been revealed in a deed recorded in the office of the Durham County Register of Deeds. The Center plans to relocate in the suburban Lakewood Shopping Center. It has been operating at East Chapel Hill and Holland streets since the 1930s. The Home Building and Loan Association plans to raze the structure and build a new office building on the site. . . . Carl C. Dobbins has been named manager, Parkway, which will open the first week of August at the Parkway Plaza Shopping Center, Winston-Salem, N. C. He started in the theatre business in 1934 with the National, Greensboro, N. C., and was at one time associated with Wilby-Kincey Co., operators of houses in North Carolina, during which time he was for several years manager of the Winston, Winston-Salem. He



was out of the theatre business for a short time while doing advertising agency work. The Parkway, owned and operated by S. A. Schneider and associates of Raleigh, N. C., will be an ultra-modern house, with three separate air conditioning systems, rocking chair seats, and advanced technical equipment.

## CHICAGO

City Council of Evanston, Ill., tabled discussion of proposed changes in the city's motion picture censorship ordinance pending further court decisions. . . . Hull House theatre has added a new balcony providing 38 seats to its previous capacity of 110. . . . The Dave Clark Five will have personal appearances here on the stages of 20 or more theatres when Warners' "Having A Wild Weekend" opens on a city-wide basis on August 14-15. Frank Casey, Warners press agent, will have a busy two days mapping out the performers' transportation schedule during the whirlwind appearances. . . . Theatre patrons receive movie ratings through "Dial-A-Movie" by phoning CE 6-0600. . . . Joseph S. Wright, president, Zenith Corporation, reports that his organization is negotiating with several concerns here who have evinced interest in setting up pay-tv. . . . Bloomer Amusement Company, Belleville, Ill., has acquired the Illinois, Centralia, Ill. . . . Playboy usherette-bunnies have donned leas revealing costumes, said to be more in keeping with a movie theatre. . . . B and K have again scheduled summertime morning fun shows at their neighborhood theatres. The Varsity holds them on Tuesday mornings; the Uptown on Wednesday mornings; the Will Rogers, Berwyn and La Grange on Thursday mornings; and Central Park on Saturday mornings. . . . Henry C. Rhyen, Family, Graylake, Ill., was welcomed as a new member in NAC. . . . Starlite, Upper Alton, Ill., completed improvements. . . . Jack Clark was named president of Allied Theatres of Illinois at the company's 35th annual membership meeting. Mayer Stern was elected first vice president. . . . The Sigma Art was leased by City Council for use as a film and art center. . . . Fred Allen, Duluth, Minn., named to an executive post of Kohlberg Theatre management. . . . Gene Pierosko was named manager of the Roseland.

## CINCINNATI

John Eiffert, Warners salesman and a Film Row personality, has retired. Exhibitors throughout the Tri-State area wish him the best of luck. Eiffert was honored by the Warners' staff at a dinner in the White Horse Inn, Covington, Ky. . . . Film Row welcomed Robert Scarborough, new student booker at Universal, and sang "happy birthday" to Phillip Borack, vice-president, Tri-State Theatre Services. . . . Lunn McEnemy, secretary to Ralph Salyer, Warners branch manager, has returned after a long convalescence following surgery. . . . William Goldcamp, Portsmouth, O., exhibitor, is doing his own booking and buying. . . . Arch Hall, Fairway International president, was here for the premiere of his "Spies A Go-Go" at the Twin Drive-In. At a press interview, Hall said he likes the identity of an independent studio and the opportunity to express his own ideas. He also believes that independent companies provide the unknown but good actor the opportunity to make a name for himself. Hall, who sometimes acts in the films he produces and directs, said he was constantly on the alert for original and compelling commercial ideas which have variety in style and concept.

## COLUMBUS, O.

Charles Sugarman plans to open the Cinema East, de luxe 1000-seat first run house in suburban Whitehall, by mid-September. First attraction is slated to be Columbia's "Lord Jim." . . . Early construction of a 1000-seat de luxe indoor suburban theatre was announced for a new shopping center to be built at Henderson and Reed roads in northwest Franklin County. Identity of the lessee has not been disclosed. . . . Manager Ed McGlone, RKO Palace, entered Will Rogers Hospital for a checkup. . . . Manager Sam Shubouf, Loew's Ohio, is on an eastern vacation. . . . Columbus City Council was given a detailed proposal for a CATV system, asked by Multi-Channel Cable Co. of Portsmouth, Ohio. The firm recently won a non-exclusive CATV franchise in suburban Whitehall. The Columbus setup would include all local tv stations plus stations in Cleveland, Cincinnati, Dayton, and Huntington, W. Va. Later, channels originating in Chicago and New York would be added. FM radio and time and temperature service also would be afforded local subscribers. Monthly rate would be \$5 after a \$10 installation fee. The company would pay to the city an annual fee of \$1000 or \$2 per subscriber, whichever is greater.

## DALLAS

The newly organized Academy Theatres, Inc., will remodel the original Dallas Little Theatre Playhouse and convert it into a first-run de luxe art showcase, to be called the Festival, as the new circuit's first movie house operation. Officers of the new circuit are Norm Levinson, president; J. J. Rodriguez, vice-president and treasurer; Edwin Tobolsky, vice-president and general counsel; and Dennis Trent, auditor and secretary. The Festival is expected to open for business around Sept. 1 following an extensive refurbishing job costing approximately \$100,000. Plans call for redecorating the Festival inside and out and the addition of a Festival Lounge adjacent to the theatre. The theatre grounds also will be landscaped. . . . Earl Podolnick, president, Texas D-I Theatre Owners Association, said that 96 per cent of the state's d-i's have signed to participate in the Morton Foods Chipotle Night, each Monday night over a 14 week period. All drivers presenting an empty 29 cent or larger Chipotle or Twisteas bag will be admitted free with one paid adult admission to the participating d-i. The TDITOA benefits financially through the tie-in. . . . What is considered to be the biggest single multiple saturation ever presented to the Dallas-Fort Worth movie public by Paramount Pictures was for "The Family Jewels" with Jerry Lewis, which opened in 28 theatres and d-i's, 18 in and around Dallas and 10 in and around Fort Worth. . . . Helen Cook, formerly of 20th Century-Fox, has replaced Pat Griffin at American International Pictures exchange. Mrs. Griffin has taken maternity leave. . . . Ray Morris is at Parkland Hospital as a result of injuries suffered in a fall from a scaffold at the construction site of a theatre in the North Park Shopping Center. He reportedly suffered fractures of an arm and leg, as well as head and internal injuries. . . . The Cinema I and Cinema II under construction in North Park is scheduled for opening by the General Cinema Corp. on July 22.

## DENVER

In Denver to work on plans for Showarama, to be held in the Mile High City March 1-3, 1966, were United Theatre Owners Associa-

tion representatives Doug Lightner, Dick O'rear, and Bev Miller of Kansas City. Marvin Goldfarb, Buena Vista branch manager, representing the Rocky Mountain Motion Picture Association, hosted the group. . . . Joe Machetta, Emerson, Brush, Colo., has opened a plush Italian Restaurant in Denver, to be known as Guiseppi's. . . . Chick Lloyd, American International, was sent to Lutheran Hospital for an emergency operation. . . . The Gem, Hugo, Colo., closed last fall by Ray Troyer, is being reopened by John R. Klein. . . . Many new equipment installations are being made in hardtops and drive-ins throughout the area. Among the most recent are Century projectors and Kollmorgen F1.7X lens at the Motor Vue Drive-In, Cheyenne, Wyo.; new Acrilan carpeting in the Vogue Art, Denver; and new Gulistan carpeting in the Eugene, Hurricane, Utah. . . . After being closed for several years, the Rustic Pine, Du Bois, Wyo., is being reopened this summer by Dean Metzger. . . . Pat McGee's daughter, Merry Karen, recently graduated from Catholic University of Washington, D. C., is to become the bride of Davis Holland. . . . Daughter of Mr. and Mrs. John Denman, Fox Intermountain Theatres, was married to Willis Clark Gilmore, Torrance, Calif.

## DES MOINES

Disclosure that the Motor Inn Company is planning on building a new Cinerama theatre in the Des Moines urban renewal area was made before the Des Moines Urban Renewal Board. The theatre would be built on a 44,000 square foot tract and would be located close to the Des Moines city auditorium, with parking space available. . . . The new Plantation Drive-In was opened in West Des Moines by owners Clay Rusk, Dick Davis, and R. L. Fridley. Rusk and Davis also operate the Pioneer Drive-In, while Fridley is associated with the Varsity house in Des Moines. . . . The Arrow Theatre Corp., has taken over the operation of the Ritz, Denison, Ia., and extensive remodeling is planned. . . . C. Staurt Houston has purchased the Palace, Alton, Ia., from Carl Harriman. . . . The Pella Theatre Corp., has been formed to replace the closed Holland, Pella, Ia., with tentative plans calling for construction of the new house to start yet this summer. . . . Pearl W. Robbins, 74, retired salesman for Paramount Pictures, died following a heart attack at his home in Des Moines. He had started with Paramount in 1925 and retired 32 years later.

## HOUSTON

The name of the theatre operated by Jefferson Amusement Co. in Sharpstown Shopping City, is the Gaylynn after the two daughters of Julius Gordon, president of the circuit. A free bicycle was given away at the youth show Saturday at the Gaylynn through arrangements with the Sharpstown Montgomery-Ward Store. . . . "The Sandpiper" drew a capacity crowd to the Meyerland Cinema I on opening night and caused a traffic snarl which took some time to unsnarl. . . . Things look brighter for motion pictures at the Houston Domed Stadium with negotiations underway for a world premiere by a motion picture company, with the final details yet to be worked out and the cost at present being the only factor. That is cost of the rental of the Domed Stadium. . . . The Airline, Pasadena, and Winkler D-I's again staged a dusk to dawn show with five features being shown. . . . The Capri Art opened as an adult art-film theatre dedicated exclusively to adult entertainment. Children



under 18 are not admitted. . . . George Christian, motion picture columnist for the Houston Post, returned from Hollywood where he was guest of Warner Bros. at the premiere screening of "The Great Race."

## JACKSONVILLE

Manny Oliver, who recently acquired the Ridgewood, Daytona Beach, has changed its name to the Capri. . . . Marjorie Roberson, secretary to manager Bob Capps at MGM, returned from a motoring vacation with her husband and their four daughters which carried them into California for a day at Disneyland. . . . Wedding bells rang for Marvin Skinner, local independent film booker, and Sherry Dobbs, a member of the 20th-Fox staff. They were married in Georgia. . . . Manohar L. Checker, retired printing salesman, is Al Hildreth's new usher at the downtown Empress. . . . Earl K. Ivey, who suffered a broken leg a few months ago, has returned to work as night manager of the Florida State Theatres Parking Lot, replacing Wesley J. Burns. . . . Earl Turbyfill is now doing the booking and buying for Capt. and Mrs. Hans Vige, owners of the Pinecrest Drive-In. . . . The local Tomlinson Co., is booking and buying for R. L. Bartlett's new Moon Drive-In, Titusville. . . . L. R. Woodard has shuttered his Roxy, Greenville. . . . Alex Weinstein has acquired the Suburbia Drive-In, Gainesville, from Joe Fink, and Pete Dawson, Miami, is handling the buying and booking. . . . Ray Knight, whose column "In One Ear" is a feature of the Jacksonville Journal, local afternoon daily, had an interesting interview with Billy Daniels, Negro entertainer from this city who is famed for his musical rendition of "That Old Black Magic." Daniels revealed that he is going to make a motion picture with Sammy Davis, Jr. With a working title of "After Dark," Daniels said the picture will be based on the life of jazz trumpet-player Miles Davis. Daniels' part is one which was to have been played by the late Nat King Cole, and one-third of Daniels' earnings from the picture are to go to the Nat Cole Foundation.

## MIAMI, FLA.

Max Kiltz, formerly assistant to the chief accountant of the Securities and Exchange Commission in Washington, D. C., has been named assistant controller of Wometco Enterprises, Inc., according to Arthur H. Hertz, vice-president and controller. . . . Harry Saltzman and Albert Broccoli and Kevin McClory, co-producers of the newest James Bond adventure, "Thunderball," filmed the "D-Day" climax off Miami's Biscayne Bay, some two months later than originally scheduled. The Dominican crisis in April postponed filming of the sequence depicting Air Force paratroopers thwarting an "invasion" of Miami Beach and rescuing Bond. Ivan Tors-MGM Studio technicians assisted. . . . Sympathy was expressed to Mitchell Wolfson, president, Wometco Enterprises, Inc., in the sudden death of his brother, Dr. O. Philip Wolfson, 73. Dr. Wolfson was stricken with an apparent heart attack while visiting the home of a sister-in-law in New York City. . . . Two film premieres on the same night was Greater Miami's boast when a parade of vintage cars and bathing suits kicked off the southern premiere of "Those Magnificent Men in Their Flying Machines," at the Beach, Lincoln Road Mall. At the same time, "The Yellow Rolls Royce" premiered at the Carib, Miami, Miracle, and Gateway. . . . The Town, downtown Miami, has commenced an all-Spanish policy. Fer-

nado Crespo, formerly assistant, Carib, Miami Beach, is now manager of the Town, assisted by Fernando Estevez, formerly of the Parkway Art. Alfred Caldwell is now assistant, Carib; Cecil Allen is transferred from the Boca Raton to manage the Surf; Paul Haggerty transferred from the Plaza to the Baton Raton. . . . Seniority awards of cash and stock were presented to 18 Wometco Enterprises employees at the annual Old Guard Banquet.

## KANSAS CITY

Johne Pearson, established radio announcer and emcee here, has been appointed manager of Durwood Theatres' Embassy twins on the Country Club Plaza by Stanley H. Durwood, president. Pearson took up his new duties the same day "Operation Crossbow" opened in both Embassy theatres, marking the first time the Embassy twins have carried a major first-run attraction alone. Theatre management represents a new facet of show business to Pearson, veteran of long-term stints with stations WHB, KCMO, and KMBC-FM, the latter and most recent post also including the title of program director. However, on-the-air personnel at KMBC-AM-FM-TV have been on strike since June 15, and indications are that AFTRA and Metromedia (station ownership) are dug in for a lengthy contest. M. Robert Goodfriend, Durwood general manager, points out that Pearson is no stranger to the circuit, having participated in many picture and theatre promotions as host and emcee. He also has conducted "Johne Pearson Night" at least once a month at the Embassy Theatres since their opening last year. David Woolery, former Embassy manager, is being transferred to another managerial post with the theatre firm.

## MEMPHIS

Connie Richards, amusements editor for The Commercial Appeal, reported in the Sunday amusement section on the question: "Has James Bond reached his popularity peak?" Miss Richards had heard a discussion of the answer at the Variety Club. She wrote: "Although some predictions were made, the essence of the conversation was that nobody can even safely guess. 'Goldfinger' was the kind of box office attraction that, according to one expert film man, only comes along every 20 years." She recounted Malco's experience in playing 'Goldfinger' for weeks and weeks, and then bringing back the first two Bond pictures in a re-release double bill. "Malco surpassed the original figures on 'From Russia With Love,' and even had to add a midnight show during the first weekend while customers sat into the early morning hours admiring Agent 007," she reported. . . . Prairie Theatre, Prairie Du Rocher, Ill., will be closed until Aug. 20. . . . James W. McWilliams reports that the Majestic has reopened.

## NEW HAVEN-HARTFORD

Salah M. Hassanein, executive vice-president of United Artists Theatre Circuit, Inc., New York, has signed a contract with the Shoppers Mart, Groton, Conn., shopping center, for construction of a 1,000-seat motion picture theatre this fall at a cost of \$500,000. Adjacent parking will accommodate 1,500 cars. Groton, which has two Ray Stone drive-ins (the Bridge and the Groton), last had a hard-top theatre in 1958, when the Groton shuttered permanently. . . . Attorney Herman M. Levy, executive secretary of Motion Picture Theatre Owners of Connecticut, is

readying plans for late summer's annual golf outing and dinner, with date and location to be announced shortly. . . . George E. Landers, E. M. Loew's Theatres, was in Boston. . . . Doug Amos, general manager of Lockwood and Gordon Enterprises, visited with Mannie Friedman, Hartford resident manager. . . . Chet Stoddard, president, New England Theatres, Inc., regional affiliate for American Broadcasting Companies, huddled with Ray McNamara, Hartford resident manager. . . . Springfield, Mass., notes: The B&Q Theatres' long-shuttered, first-run Bijou has been reopened on lease by Brockton's Mr. and Mrs. Irwin Cohen, who have renamed the theatre the Bijou Cinema. . . . Frank Mielnikowski, 75, who operated the Victoria, Chicopee, for many years, died in Westfield of a cerebral stroke. . . . James M. Totman, Stanley Warner zone manager, has promoted Frank B. Kelley, for past several years manager of the Capitol Theatre, Springfield, Mass., to Western New England district manager, supervising Springfield as well as Waterbury, Danbury, and Bridgeport, Conn. He succeeds James Tobin, resigned after 20 years with the circuit. Kelley will continue to personally supervise the Capitol, Springfield. . . . Milton Daly, assistant manager, S W Strand, Hartford, has been named acting manager of the State, Manchester, replacing Normand Chasse, assigned to supervision of the deluxe 70mm.-equipped Cinemart, Hamden, during sick leave of William Elder. . . . Perakos Theatre Associates reopened the Beverly, Black Rock (Bridgeport), following extensive renovating and redecorating. New items include stage, screen, sound system, ladies lounge, cooling and lighting systems. . . . Bailey Theatres' Whalley, showing Warners' "My Fair Lady," put new summer policy into effect with daily matinee at 2 and evening performance at 8. . . . In Leicester, Mass., Hanna J. Joseph has filed a Town Building Department application for construction of a 400-car capacity drive-in, estimated to cost about \$150,000, on a 500-acre tract of land adjoining a drive-in restaurant owned by the Joseph interests. . . . The Connecticut film industry — some 50 strong — attended a testimonial luncheon honoring Irving Mendelson and Henry Brunig, branch manager and sales



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manager, respectively, of the UA New Haven branch, marking closing of the exchange. The Connecticut UA operations have been transferred to the Boston exchange. Robert Spodick, Nutmeg Theatre Circuit partner, was toastmaster. Speakers included Irving "Ted" Jacocks, retired Branford theatre owner; Peter P. Perakos, Sr., president, Perakos Theatre Associates, New Britain; and Maurice H. Bailey, president, Bailey Theatres, New Haven.

John P. Lowe, Redstone Theatres district manager, has announced appointment of Richard Kalagher, formerly manager of the Strand, Southbridge, Mass., to newly created title of managing director of the deluxe dual theatre complex, Cinema 1 and 2, West Springfield, Mass. . . . The Connecticut Secretary of State's office, in a newly disclosed listing of lobbyists' compensation during the State Legislature's session, includes Leonard J. Gilhuly, paid \$650 by the Connecticut Association of International Alliance of Theatrical Stage Employees and Motion Picture Operators of the U. S. and Canada. Lobbying by Thomas L. Loy in behalf of IATSE was made part of the \$163 he receives in weekly salary from the organization, according to the Secretary of State's records. . . . In Springfield, Mass., Ray Crum, formerly manager of the B&Q Bijou and more recently manager of Redstone Theatres' Cinema 1 and 2, has joined executive staff of Riverside Amusement Park.

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## NEW ORLEANS

Joel Bluestone's Royal Art in the French Quarter, which has shown Spanish language films on Sundays only, has booked a Cantinflas Mexican-made feature for an indefinite run on week days also. . . . The Lakeside is scheduled to open on July 21. W. H. Cobb, president, and general manager, Lakeside Theatres, Inc., unveiled the theatre with the premiere area showing of Warners' "The Third Day." Frank Petrie, formerly assistant manager, downtown Saenger, will manage the house at 3526 Veterans Highway. . . . Warners' "My Fair Lady" has broken the record with its reserved seat engagement at the Saenger Orleans Cinema, where it is in its 34th week with seats at a premium. . . . Harold Bailey, associate owner-manager, Gentilly Art Theatres, is home from the hospital after a six week confinement due to a major abdominal operation. . . . Gene Goodman, UA branch manager, and his wife returned to their native city, Dallas, for a visit with home folks. . . . Mrs. Annette Jordan, has taken over the stenographer-booker's duty, formerly handled by Jo Simmons, resigned to prepare for a September marriage. . . . Fred Williams acquired the Harlem, Biloxi, Miss., from B and D Theatre Company. . . . Harold Dupree closed the Joy, Melville, La., indefinitely. . . . Frank Glick reported the reopening of the Morton, Miss., theatre which had been closed several weeks for refurbishing. . . . Charles Brazzell has taken over the operation of the Joy, Clinton. . . . Catherine D'Alfonso, head, Warners exchange cashier section, and daughter, and her mother, flew to Germany and a visit to Paris. . . . Alice Paletou, after some 15 years with 20th Century-Fox office, resigned.

## PHILADELPHIA

Michael Felt is chairman of Variety Club Tent 13 "Night At Liberty Bell Park" harness racing July 30. Tax is \$6.50 per person including admission to clubhouse, dinner on Turfside Terrace, and a reserved track-side seat. . . . The Band Box, 500-seat house at 28-30 Armat Street, Germantown, is available for rental. . . . Stanley Goldberg, NSS branch manager, entertained Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, and others at a recent luncheon. . . . Warners' "The Great Race" automobiles looked fine in the Steel Pier, Atlantic City, N. J., lobby. Irving Blumberg, Jack Goldman, and other publicists, can take bows. . . . Joe Antner, Ruh-Art Studios, became a grandfather as his son, Richie, and his daughter-in-law became parents.

## SALT LAKE CITY

Director Andrew McLaglen, accompanied by actress Rosemary Forsyth, Universal's "Shenandoah," appeared at the local Woodland Drive-In at the film's recent opening. . . . Sally Kellerman, George Peppard and Elizabeth Ashley were in for premiere activities in connection with "The Third Day," Capitol. A street dance was held in front of the theatre; and there was a drawing for prizes as a feature of merchant's activities. They also visited radio and tv stations. . . . Warners' "My Fair Lady" continued its successful local engagement at the Centre. . . . A midnight preview of American International's "Ski Party" was held at the Rialto with free admission going to the first 25 patrons in line dressed in ski clothes.

## SAN ANTONIO

A new attraction marquee has been installed in front of the Fredericksburg Road D-I, the city's first. The drive-in is operated by Stanley Warner of Texas and managed by Frank Whisenant. . . . Angie Branson has returned to duty in the box office of the Aztec on Sundays. . . . Richard Vaughan, manager, Texas, held another Pepsi Cola Saturday morning showing. Admission for the youngsters was six Pepsi bottle caps. . . . Norman Schwartz, manager, Interstate's Aztec, will become Lt. Col. Norman Schwartz when he goes on active duty for two weeks with the Army Reserves at Fort Sam Houston. . . . A \$75 first prize is being offered in the H.E.B. Food Stores "Summer Movie Jamboree" coloring contest. Second and third prizes are bicycles, and fourth prize will be \$25. . . . Ignacio Torres, manager, Alameda, booked for a regular run "Cucurrucucu Paloma" with Lola Beltran, Guillermo Murray, and Juan Gallardo. The film was the first of seven films showing for one day 7,500 patrons saw the film on its first showing during the seven day Mexico Film Festival. According to Torres, an estimated ing. . . . Don Grierson, manager, American International Pictures exchange in Dallas, was in on a business trip. . . . Walt Disney's latest live action comedy, "The Monkey's Uncle," is scheduled for a saturation run at the Josephine, indoor and four D-I's, the Mission, Towne Twin, Fredericksburg Road, and San Pedro. . . . "Shenandoah" has been booked at the suburban Woodlawn, managed by Herman Sollock, replacing "Genghis Khan," which has enjoyed a three week run. . . . Alvin Krueger, manager, suburban Laurel, a Cinema Arts Theatre, has booked for its first run exclusive showing "In Harms Way," scheduled to open on July 15. . . . Mr. and Mrs. Jay Thompson have been named resident managers of the Canyon D-I, Snyder, Tex., which was recently purchased by R. A. Noret and partners from Phil Isley and Associates. The name has been changed to Tiger. The new owners plan to refurbish and remodel the concession stand. . . . The Crest, Seagoville, Tex., is being painted and redecorated, and the concession stand is being remodeled by J. B. Walden.

## SEATTLE

Rosemary Forsyth was in town on a promotional tour for her first motion picture, "Shenandoah," in which she is starred with Jimmy Stewart. Her next picture, "The War Lord," with Charlton Heston, will be released in the fall. Also on the tour was director Andrew McLaglen, son of the well-remembered Victor McLaglen. . . . The British color documentary film, "China," is doing good business at the U-District's Varsity Theatre. . . . "Morituri," 20th-Fox, was well received at the special showing at the Coliseum. . . . The "Night on the Town in a Rolls" contest sponsored by Sterling Theatres Company was won by Mrs. Albert A. Kelley, who wrote her entry on a 12-foot roll of brown butcher paper in the form of a poem. In it, she expressed her car-minded family's enthusiasm for the Rolls and described all the cars the Kelleys have had—10 in all—beginning with a 1929 De Sota and including an army ambulance. Mr. and Mrs. Kelley and their seven children were rewarded with a ride in a \$17,226 Rolls Royce driven by a liveried chauffeur. Mrs. Kelley was presented with a yellow orchid corsage and a cocktail hat in Rolls Royce Yellow. She and her husband were then driven to Clark's Windjammer Restaurant for a deluxe champagne dinner.



# REVIEWS

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SECTION TWO

Vol. 73 No. 26

JULY 21, 1965

## AMERICAN-INT.

### How To Stuff A Wild Bikini

COMEDY  
93M.(6509)  
AIP  
(Panavision)  
(Pathecolor)

ESTIMATE: Another wild entry for younger set.

CAST: Annette Funicello, Dwayne Hickman, Brian Donlevy, Harvey Lembeck, Beverly Adams, Jody McCrea, John Ashley, Marianne Gaba, Len Lesser, Irene Tsu, Arthur Julian, Bobbi Shaw, Buster Keaton, The Kingsmen, and Mickey Rooney and Frankie Avalon. Produced by James H. Nicholson and Samuel Z. Arkoff; co-producer, Anthony Carras.; directed by William Asher.

STORY: Frankie Avalon, away in Tahiti with his Naval Reserve unit, is tempted by a native girl but wants to remain true to Annette Funicello, who he knows is faithful to him. He agrees to have Tahitian witch doctor Buster Keaton check up on her. His investigations with the help of some birds finds that she is indeed faithful to him although tempted by Dwayne Hickman, newcomer to the beach gang. Hickman is being pushed by press agent Mickey Rooney to create a new image of the motorcycle rider. A new girl on the scene is Beverly Adams, creation of Keaton's, who has all the boys bewitched. Harvey Lembeck, head of a gang of cyclists, falls for Adams. After a number of complications are cleared up, Hickman is paired with Adams, and Avalon and Funicello are reunited. Lembeck is left out in the cold again.

X-RAY: Another in the series of "specials" for teens, this entry speaks their language, which is a unique one, and the gals and guys cavort on the beach as usual. This should mean the usual teen reaction and the usual boxoffice returns. It's cute, hot weather stuff and not to be taken seriously. The performances are acceptable, and direction and production are okay. The use of color is helpful. William Asher and Leo Townsend get the screenplay credit, what there is of one.

AD LINES: "Another Funfest On The Beach For Those Young In Heart And Spirit"; "Fun For All In This Kookie Tale Of Boys And Gals On The Beach."

## COLUMBIA

### Harvey Middleman, Fireman

COMEDY  
75M.Columbia  
(Color)

ESTIMATE: Simple, amusing offering has satiric bite.

CAST: Gene Troobnick, Hermione Gingold, Patricia Harty, Arlene Galonka, Will MacKenzie, Ruth Jaroslow, Charles Durning. Produced by Robert L. Lawrence and Ernest Pintoff; written and directed by Pintoff.

STORY: Gene Troobnick is a New York City fireman, who has saved animals and people during the course of duty. Among these is Patricia Harty, beautiful young lady, who intrigues Troobnick. He sees her again, and they have an affair although he is married and living with wife Arlene Galonka in the suburbs of New Jersey, together with two children and a dog. He becomes nervous and edgy and goes to see psychiatrist Hermione Gingold, who is carrying on the side herself with younger men, unbeknownst to her husband. Eventually, the novelty wears off as the pressures grow. When Harty's building is again involved in a fire, a younger fireman associate of Troobnick's rescues her and soon they have a thing going. Troobnick brings out a cat from the smoking building. He is reunited with his family, to everyone's satisfaction.

X-RAY: Herein is a simple, homey, ordinary plot featuring plain, every day people. Their lives and involvements, frustrations, etc., are what make up the running time, which is long enough to take care of the slight tale. The people are natural and come across in fine fashion, and the direction is sensitive and knowing. The production values are authentic, and the whole is helped by the use of color. It's almost as though any of the firemen in the local firehouse had a camera trained on him for a few weeks, and the entry on screen is the result. It contains fun, warmth, and even bits of drama, but the gentle bite of social satire is there as well.

AD LINES: "Everybody's Burning To See 'Harvey Middleman, Fireman' In Action"; "He was Ready For Anything At The Sound Of The Bell Until A Beautiful Blonde Wound Up In His Rescuin' Arms."

### These Are The Damned

DRAMA  
77M.Columbia  
(English-made)  
(Hammerscope)

ESTIMATE: Adequate supporting fare.

CAST: Macdonald Carey, Shirley Anne Field, Viveca Lindfors, Alexander Knox, Oliver Reed, Walter Gotell, James Villiers. Produced by Anthony Hinds; directed by Joseph Losey. Anthony Nelson Keys, associate producer.

STORY: American Macdonald Carey tries to pick up Shirley Anne Field, who leads him into a trap where he is beaten and robbed by a gang of motorcyclists headed by Field's brother, Oliver Reed. Field and Carey meet again aboard his motor launch when she takes a ride with him despite a warning from Reed not to do so. They go up the coast observed by Reed and the others, and after some lovemaking, she asks to be put ashore. Trapped by the gang, they scramble over the cliffs and are rescued by a group of youngsters, who take them into a shelter

built into the rocks. There they learn that the youngsters are cold to the touch and that they have never seen the outside world or many of the things in it. They are fed, clothed, and educated under the supervision of television cameras and attendants commanded by Alexander Knox and military personnel. Reed, who has fallen from the cliff, is also given shelter inside. The children are excited by the visit and beg the pair to take them away with them. The authorities try to get them out, and a near escape results. Knox directs that Carey and Field be allowed to leave on their boat, knowing that their exposure to the radiation gives them a short time to live. Reed gets away with one of the children who is retaken, and Reed plunges to his death in a fast car as he is trying to escape. The action has been observed by sculptress girl friend of Knox, Viveca Lindfors, who refuses to accept his explanation that the children born during atomic accidents are the future of the world when the big blast eventually destroys everyone else. She also refuses to help him keep his secret, and he is forced to kill her. The children, knowing that there is an outside world, clamor for help that is not forthcoming.

X-RAY: This starts out on a note of violence and delinquency and winds up touching on the science fiction category. While the story is fairly interesting throughout, there is not much that is pleasant. The tale is a bit on the different side, and performances, direction, and production are competent. It should do okay as part of the program which is not slanted for the very young. Evan Jones wrote the screenplay, based on the novel, "The Children of Light," by H. L. Lawrence.

AD LINES: "A Cliff In England Hides The Future of the World"; "Three Adults Meet Nine Extraordinary Children—The Outcome Is A Spine Chilling Drama."

## CONTINENTAL

### Agent 8 3/4

COMEDY  
98M.Continental  
(English-made)  
(Color)

ESTIMATE: Amusing espionage entry.

CAST: Dirk Bogarde, Sylva Koscina, Robert Morley, Leo McKern, Roger Delgado, John Le Mesurier, Richard Pasco, Eric Pohlmann, Alan Tilvern. Produced by Betty E. Box; directed by Ralph Thomas.

STORY: Dirk Bogarde, a would-be writer in London, is being supported by government payments until the employment office can find him a job, which he thinks is highly unlikely. He is surprised to find that they want him to go out on an interview with Robert Morley, head of a glass works, whose real job is to guide British Intelligence. Bogarde's knowledge of the Czech language qualifies him for the job of courier for some vital information from an agent in the



state glass works. The salary is such that he cannot refuse, and he goes to Prague to pick up the information. He is escorted by Sylva Koscina, counterspy and daughter of Leo McKern, head of Czech Intelligence. Everything proceeds smoothly until he gets the information from his contact, who informs him that he is a spy. The secret police close in, and he manages to elude them and meet Koscina once again. Both realize that they are in love. She tries to help him gain the sanctuary of the British Embassy but fails. He does get in eventually, and is exchanged for a spy being held in London. Koscina joins him on the homeward bound plane when she is assigned a position with the Czech office in London.

**X-RAY:** Fun, interest, romance and suspense are offered in generous quantities in this import that is a bit of a spoof on espionage films, and audiences will generally like what they see. The use of color is an added asset. Performances are fine and direction and production are good. The screenplay is by Lukas Heller.

**AD LINES:** "He Didn't Know He Was A Spy Until The Secret Police Began To Close In—Then All Hell Broke Loose"; "He Was A Spy; She Was A Spy; They Had A Spying Good Time Together As Will Everyone Looking For Some Suspense And Fun."

## PARAMOUNT

### Town Tamer

WESTERN  
89M.

Paramount  
(Technicolor)  
(Techniscope)

**ESTIMATE:** Okay western.

**CAST:** Dana Andrews, Terry Moore, Pat O'Brien, Lon Chaney, Bruce Cabot, Lyle Bettger, Coleen Gray, Barton MacLane, Richard Arlen, Richard Jaeckel, Philip Carey, DeForrest Kelley, Sonny Tufts, Roger Torres, James Brown, Richard Webb, Jeanne Cagney, Don Barry, Bob Steele, Produced by A. C. Lyles; directed by Leslie Selander.

**STORY:** Killer Lyle Bettger fires at marshal and town tamer Dana Andrews under orders from Bruce Cabot, an enemy of Andrews, but he misses and kills Andrews' wife, Coleen Gray, instead. Recovering from the shock, Andrews is too late to either identify or catch the killer, but he continues his work of ridding towns of undesireables. He is hired by railroad operator Barton MacLane to clean up a town controlled by saloon owner Cabot and marshal Bettger so that the railroad can come in peaceably with a normal flow of business and passengers. On the stage, he meets Terry Moore on her way to see her gambler husband, DeForrest Kelley, who works for Cabot. Lon Chaney, the mayor and livery stable owner, welcomes Andrews hoping that he will be able to put the town back on its feet for its lawful citizens. Cabot attempts to frame Andrews for murder, using hack judge Pat O'Brien, but this falls through when Moore presents a truthful version of the incident. Meanwhile, the decent citizens headed by Chaney decide to take things into their own hands and force a showdown. Andrews prevents this by singlehandedly taking on Cabot, Bettger, and the others, emerging wounded following the clean-up. Kelley, with whom Moore never got along, is also killed during the melee. With peace restored, Andrews decides it's time to settle down, and Moore is inclined to agree with him.

**X-RAY:** A strong cast of popular names is an asset here, as are color and the action sequences. The story is moderately interesting; performances are average; and direction and production are adequate. It's a fair western that should round out the program in neat enough fashion. The screenplay is by Frank Gruber, based on his novel.

**AD LINES:** "A Town Trembles Until The 'Town Tamer' Arrives"; "A Wild Western

Town Is Wide Open Until The 'Town Tamer' Arrives To Clean It Up."

## 20th-FOX

### Morituri

20th-Fox

DRAMA  
123M.

**ESTIMATE:** Tense drama of adventure and intrigue on a doomed ship.

**CAST:** Marlon Brando, Yul Brynner, Janet Margolin, Trevor Howard, Martin Benrath, Hans Christian Blech, Wally Cox, Max Haufler, Rainer Penkert, William Redfield, Oscar Beregi, Martin Brandt, Charles DeVries, Carl Esmond, Martin Kosleck, Norbert Schiller, Robert Sorrells, Rick Traeger, Ivan Triesault. Produced by Aaron Rosenberg; directed by Bernhard Wicki; screenplay by Daniel Taradash, from a novel by Werner Joerg Lueddecke.

**STORY:** Marlon Brando is a German living out the second world war in India while posing as a Swiss national. Trevor Howard, British officer, informs him that the British know all about his masquerade and are prepared to turn him over to the Germans along with his anti-Nazi dossier unless he helps them destroy or capture a large shipment of rubber headed from the East to Germany on a cargo ship commanded by Yul Brynner. Brando poses as a Gestapo officer and boards Brynner's ship as a passenger. He searches out the scuttling devices on the ship, hoping to disarm them and turn the precious cargo over to the Allies. Brynner is also an anti-Nazi, although his personal code will not allow him to be a traitor to his country in time of war. Brando discovers allies on the ship in the person of certain crew members who do not wish to return to Germany for political reasons. They pick up survivors off an American ship torpedoed at sea, and among them is Jewish girl Janet Margolin. Brando and his small band of cohorts try to take over the ship but are beaten. At the last moment, Brando succeeds in blowing up the ship. Only Brando and Brynner are left aboard as the ship is sinking. Brando convinces Brynner that he owes the Nazi butchers no allegiance. Brynner radios their position to the Allies.

**X-RAY:** There may well be many who will wonder just what the title means. It is part of the Latin quotation meaning, "We who are about to die salute you." Get by that tongue twister, however, and the powerful drama unfolded here should prove a crowd-pleaser. In lesser hands, it might have become overly melodramatic, but a fine cast and superior direction don't let that happen. Brando has never been better, and he is backed up by a strong Brynner and an excellent supporting cast. There is plenty of suspense and some explosive action, and the effort shapes up as a successful drama of doomed men on a doomed ship. "Morituri" is better entertainment than the title indicates.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "All The Raw Fury Of World War II Compressed Into This One Ship . . . These Two Foes . . . This Unique Motion Picture"; "The Unleashed Power Of Brando . . . The Raging Fury Of Brynner . . . 'Morituri' Means Something Unusual."

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## UNITED ARTISTS

### The Glory Guys

OUTDOOR DRAMA  
112M.

United Artists  
(Levy-Gardner-Laven)  
(Panavision)  
(Color by DeLuxe)

**ESTIMATE:** Lively outdoor yarn about Indian fighters.

**CAST:** Tom Tryon, Harve Presnell, Senta Berger, James Caan, Andrew Duggan, Michael Anderson, Jr., Slim Pickens, Peter Breck, Jeanne Cooper, Laurel Goodwin, Adam Williams, Erik Holland, Robert McQueeney. Produced by Arnold Laven, Arthur Gardner, and Jules Levy; directed by Laven; screenplay by Sam Peckinpah, based on "The Dice Of God," by Hoffman Birney.

**STORY:** Cavalry Captain Tom Tryon is assigned to the regiment commanded by General Andrew Duggan, whom he suspects of caring more for personal glory than the lives of his men. Tryon is in love with Senta Berger and this arouses the enmity of regiment Indian scout Harve Presnell, who also loves the lady. Tryon whips his green troops into shape, and Duggan leads them against the Indians for a showdown battle. Duggan splits the group, with Tryon heading one section. Both are under orders not to attempt any solitary action against the Indians. Presnell leads them to the Indians, but stays to help Tryon fight off an Indian attack instead of returning to the fort. Presnell is killed saving Tryon's life. The troops fight through the night and seem to be losing. However, when dawn breaks, the Indians are gone. Pressing on to the rendezvous point, Tryon finds that Duggan and all his men have been slaughtered. Instead of waiting for rendezvous, Duggan's ambition was his downfall. Tryon returns to the fort and the waiting Berger.

**X-RAY:** This is formula Cavalry against Indians stuff, but it is well done on all counts. All the familiar soldier types are there, with the pugnacious Irishman and the old Cavalry sergeant for comic relief. James Caan and Slim Pickens do very well by these types, imbuing their familiar characters with real vitality. Tom Tryon and Harve Presnell are both sufficiently stalwart. The emphasis is on action, and sometimes the plot turns are difficult to fathom, at least as far as the motivations of certain characters are concerned. However, a good fight comes along, and all is right again. A word for Senta Berger, as luscious a gal as ever graced a Cavalry fort. She's well worth fighting about. Production is good, enhanced by color. It will fit on the program.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "Here Come The Glory Guys . . . Riding Straight Into Hell"; "The Glory Guys Ride . . . Rifles Ready And Sabres Glistering."

## WARNERS

### Having A Wild Weekend

COMEDY  
91M.

Warners  
(English-made)

**ESTIMATE:** Sell the Dave Clark Five.

**CAST:** The Dave Clark Five (Dave Clark, Mike Smith, Rick Huxley, Lenny Davidson, Denis Payton), Barbara Ferris. Produced by David Deutsch; directed by John Boorman.

**STORY:** The Dave Clark Five and Barbara Ferris are bored working on advertising commercials for a big agency. Clark and Ferris run away for a holiday in the country. The agency decides to capitalize on this by re-



leasing to the press a story that Ferris has been kidnapped. Agency heads and the rest of the Dave Clark Five chase after the pair, and after many adventures, finally catch up with them.

**X-RAY:** That's all there is to the story, the screenplay of which is credited to Peter Nichols. The main trouble with the picture is that the only time one hears the music of the popular with the teen-age set Dave Clark Five is on the sound track. Never once do they do a number on screen. The music of the group is heard on the background score and includes "Catch Us If You Can," "Time," "When," "I Can't Stand It," "On The Move," "Ol' Sol," and the title tune, "Having A Wild Weekend." Laughs come but not often enough. Frantic the picture is with many players helping out in bit parts, even though the English dialogue as spoken by the English is hard for Americans to understand. One sequence of a slapstick nature—a masqued ball given by a cooky couple who picked up the run-aways—features some passable imitations of Charlie Chaplin, Harpo Marx, Laurel and Hardy, Frankenstein, and other film greats. The boys are no great actors and hardly try. The best thing to do is to capitalize on the Dave Clark Five name and hope for the best. Don't promise too much, and maybe their teen following will go for this. Whatever you do don't lead them to believe they are going to see and hear their favorites of the "Tottenham Sound" perform musically on the screen. They are there, yes, and so is their music, but not together. Barbara Ferris is a pretty youngster. The film has a fast, if not tiring, pace as most of it is one long chase.

**AD LINES:** "The Internationally Famous Musical Group Bounces Across The Screen"; "Youth Rejects False Values And Shouts For Recognition."

## FOREIGN

### Bambole

COMEDY  
111M.

Royal Films International  
(Italian-made)  
(English titles)

**ESTIMATE:** Fairly amusing import.

**CAST:** "The Telephone Call"—Virna Lisi, Nino Manfredi; directed by Dino Risi. "Treatise in Eugenics"—Elke Sommer, Maurizio Arena, Piero Focaccia; directed by Luigi Comencini. "The Soup"—Monica Vitti, John Carlsen, Orazio Orlando, DeSimone; directed by Franco Rossi. "Monsignor Cupid"—Gina Lollobrigida, Akim Tamiroff, Jean Sorel; directed by Mauro Bolognini. Produced by Gianni Hecht Lucari.

**STORY:** "The Telephone Call"—When Virna Lisi gets a long-winded call from her mother, Nino Manfredi becomes impatient for a little loving and turns to a willing neighbor across the street for affection. Lisi probably never misses him as the phone call goes on and on and on.

"Treatise in Eugenics"—Elke Sommer is a Nordic girl, who comes to Rome to find the perfect male with whom to make love, have a child, and not marry. She winds up married with lots of children.

"The Soup"—Monica Vitti is tired of her sloppy husband and tries to hire people to rid her of him, but it doesn't quite work out that way.

"Monsignor Cupid"—Gina Lollobrigida is a sex-starved wife of a hotel keeper, who is attracted to Jean Sorel, innocent nephew and secretary to Monsignor Akim Tamiroff. All sorts of complications get in the way of her seducing him.

**X-RAY:** This import has its moments, some of which are funnier than others. Mayhaps art house audiences will appreciate some of the humor to be found here. Performances are acceptable, and direction and production are average. It's not the best of its type nor

is it the worst; instead, it is moderately entertaining.

**AD LINES:** "Four Gorgeous Gals Have Nothing But Love On Their Mind"; "Fast Fun For Adults Is To Be Found In This Latest Import From Italy."

### High Infidelity

COMEDY-DRAMA  
130M.

Magna  
(Foreign-made)  
(English titles)

**ESTIMATE:** Entertaining import flavored with sex.

**CAST:** "The Scandal"—Nino Manfredi, Fulvia Franco, and John Philip Law; directed by Franco Rossi. "Sin In The Afternoon"—Charles Aznavour and Claire Bloom; directed by Elio Petri. "The Victim"—Monica Vitti, Jean-Pierre Cassel, and Sergio Fantoni; directed by Luciano Salce. "Modern People"—Ugo Tognazzi, Michele Mercier, and Bernard Blier; directed by Mario Monicelli. Produced by Gianni Hecht Lucari.

**STORY:** "The Scandal"—Fulvia Franco and her husband, Nino Manfredi, vacation at the seashore. The latter is annoyed by the cavorting of handsome young John Philip Law, figuring that he is making a play for Franco. It turns out that Law is not interested in her but rather in Manfredi, which is a bit of a shock.

"Sin In The Afternoon"—Charles Aznavour is a successful businessman. He is attracted by Claire Bloom but has a wife who abhors physical contact with him. Bloom goes to his beach house but prefers instead to make love in a motel. Later, he goes home to his wife, who turns out to be Bloom.

"The Victim"—Monica Vitti is jealous of her good looking husband, Sergio Fantoni, and is ready to tell one and all of her suspicions, including Jean-Pierre Cassel, a friend of her husband. He comforts her and even makes love to her but still leaves her complaining about Fantoni.

"Modern People"—Ugo Tognazzi is a cheese manufacturer who loves to gamble. He loses his home, plant, and everything else to elderly Bernard Blier, who offers to cancel the debt if he can spend the night with Tognazzi's wife, Michele Mercier. The latter eventually agrees to make believe she did so after getting Blier drunk. He does believe it, cancels the debt, and feels wonderful though nothing happened. His attitude irritates Tognazzi, who eventually has it out with Blier and winds up in jail.

**X-RAY:** Once again, relations between the sexes occupies the screen throughout, and the result should prove entertaining to adult art-house audiences, who prefer their film fare with spice. Certain segments are more entertaining than others, although the acting is uniformly efficient and direction and production are good. Screenplay credits go to Age and Scarpelli, Scola and Maccari. A bit of shortening would have improved the end result even more. This carries a "C" rating from the Legion of Decency.

**AD LINES:** "Men And Women, Women And Men—For Adults Only"; "Four Episodes On Different Aspects Of The Battle Of The Sexes."

### Maedchen In Uniform

DRAMA  
91M.

Seven Arts  
(German-made)  
(English titles)

**ESTIMATE:** A look at a German boarding school for girls holds interest.

**CAST:** Lilli Palmer, Romy Schneider, Christine Kaufman, Therese Diehse. Directed by Geza Radvanyi.

**STORY:** Following the death of her mother, Romy Schneider is placed in a girl's finishing school in the early 1900's. She finds it difficult to adjust after putting on the uniform and listening to the strict rules. She is assigned to the care of teacher Lilli Palmer, who is very popular with the girls for her

kindness and understanding. Knowing that Schneider is finding it difficult to adjust to both to the school and the loss of her mother, Palmer treats her with extra kindness. This turns Schneider's feelings into exaggerated love and devotion. Schneider is given a starring role in a school play and does well. In the celebration that follows, she is overcome and declares her love for Palmer, which is overheard by the head school mistress. She is confined to her room and will be expelled. Palmer offers to resign. Schneider, seeing what she has caused, threatens to commit suicide but is stopped at the last minute. Royalty comes for a visit, and Schneider joins the others. She is picked out for special attention because the visitor knew her mother. The head mistress rescinds her order to expel Schneider, and she even asks Palmer to stay. Palmer, however, is determined to leave.

**X-RAY:** Girls will be girls even in a finishing school, and the result shows mischief, love, hate, tyranny, etc., with the drama having interest and possibly some attraction among the art house set. Performances by the cast are good, and direction and production are capable. The screenplay is by F. D. Andam and Dr. Franz Hollering.

**AD LINES:** "An Expose Of What Goes On At A Girl's Finishing School"; "Behind-The-Scenes In A Girl's School Makes For Absorbing Entertainment."

### Rotten To The Core

COMEDY  
90M.

Cinema V  
(English-made)

**ESTIMATE:** Amusing import.

**CAST:** Anton Rodgers, Eric Sykes, Charlotte Rampling, Ian Bannen, Avis Bunnage, Dudley Sutton, Kenneth Griffith, James Beckett, Thorley Walters, Victor Maddern, Raymond Huntley. Directed by John Boulting; produced by Roy Boulting; associate producer, Philip Shipway.

**STORY:** When Kenneth Griffith, Dudley Sutton, and James Beckett are discharged from prison, they go looking for their leader, Anton Rodgers, for their share of the robbery that sent them to jail. They are met by his girl friend, Charlotte Rampling, who informs them that he died and even takes them to his grave. They are left to shift for themselves, and their efforts to raise money leave them with naught. One of them stumbles across Rodgers but loses him. They find that he is posing as a doctor at a sanitarium while planning a robbery of an army payroll, with half the crooks in London on the premises. The three are permitted to join the others while Rampling goes about getting all the necessary information from a smitten Ian Bannen. The train that carries the payroll will also have a visiting general, which means all sorts of complications. Meanwhile, Rampling's father is fearful over his daughter's associations and hires a private detective to watch her. The latter, a former policeman, alerts the police to the suspicious actions, and they are at hand when Rodgers and the others pull off the robbery. Rodgers and a few get away and attempt to take the payroll again from the local bank that evening. Again, the police are waiting, and all but Rodgers are apprehended after making a mess of the bank with the aid of an Army tank. Rampling goes home to mother and dad, while Rodgers is reduced to picking pockets.

**X-RAY:** On thieves and crooked schemes this entry dwells aplenty. Those of a mind for this type of fare should get their fill, with plots and intrigue all over the place. Some of the bits are funny, and art house audiences and mayhaps others may like what they see. The acting, direction, and production are ably accomplished. Story and screenplay are by Jeffrey Dell, John Warren and Roy Boulting.

**AD LINES:** "The Crime Of The Century—Almost"; "Once A Crook, Nearly Always A Crook."



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# EXPLOITATION

**ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.**

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## Fox's Flying Machines Crash Philly July 4 Celebration

A five-day Independence Day celebration in Philadelphia climaxed by an address by Attorney General Nicholas Katzenbach was crashed by 20th Century-Fox in its promotion campaign for "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes," which had its Philadelphia premiere at the Trans-Lux Theatre. Antique planes, replicas of those flown in the picture, were exhibited in Independence Mall for two days, and the Attorney General visited this display immediately following his speech.

This was the first occasion that the city of Philadelphia has permitted a promotion tie-up of a commercial nature with any civic event. In addition to accepting the antique display in Independence Mall, the municipal authorities also arranged for 20th-Fox to enter a series of floats bearing the planes in the city's Festival of Fountains parade. The planes were surrounded by models in period bathing suits. Vintage cars of 1910 also were part of the parade, which was watched by 80,000 people.

The five-day celebration received unusual coverage from local newspapers, TV and radio, with the three local TV stations devoting live coverage to the parade and the Attorney General's visit to the 20th-Fox display of antique planes.

The promotion campaign for the 20th-Fox attraction got under way with a party given by General and Mrs. Alfred Wolf. Mrs. Wolf is a retired balloonist who won 15 world championships for free ballooning. Celebrities and social leaders, including 18 members of the duPont family, flew to the party in their own planes and helicopters, and were entertained by a flying exhibition of a 1912 Thomas Pusher, one of the vintage aircraft in "Those Magnificent Men in Their Flying Machines."

Following the Festival of Fountains parade, the antique planes were displayed for three days at the Cherry Hill Mall, near Camden, N. J. Also featured in the exhibition were strolling models in costumes of 1910, barber shop quartets, band music and flying exhibitions.

## Teen-Agers At Previews

Approximately 30,000 teen-agers from coast to coast joined many of the nation's motion picture exhibitors, disc-jockeys and Epic Records dealers at special preview showings of "Having a Wild Weekend," the Warner Bros. presentation starring The Dave Clark Five in their feature-film debut.

The youngsters were chosen locally in each of 32 key cities to see their favorite musical group's first motion picture.

## It's Been A Long, Long Trail For MGM's "Yellow Rolls-Royce"



A special luncheon was held recently for Greater Miami Rolls Royce owners preceding the opening of MGM's "The Yellow Rolls Royce" at Wometco's first run theatres. Metropolitan Dade County Mayor Chuck Hall is seen stepping from his own Rolls Royce, while inside the car is MGM's John Calhoun, who worked with Wometco's Jack Mitchell on the stunt.

## "Katie Elder" Music Promotion

In a major music promotion for Hal Wallis' "The Sons of Katie Elder," Paramount Pictures has set an extensive tie-in with Johnny Cash, the popular country and western singer who has just recorded the title song for Columbia Records.

Cash is recording a special radio station salute spot announcement which will include credits for "The Sons of Katie Elder." He will also be available for telephone interviews with record reviewers and teen-age page editors and columnists. During his current national concert tour, Cash is making personal appearances and sitting for interviews in behalf of the John Wayne-Dean Martin western.

Special material on "The Sons of Katie Elder" is also being serviced to member stations of the Country Music and Western Association of Nashville.

The original soundtrack album has just been issued on Columbia Records.

London born Robert Laurence, who, for the last few months has been the official spokesman, confident, public relations advisor, trouble shooter—not to mention chauffeur extraordinaire for a 6160 pound lady from England . . . the 1930 Phantom II Sedance de Ville, yellow Rolls-Royce used in MGM's "The Yellow Rolls-Royce," has completed the most unusual and interesting job of his long and successful career. As constant companion for the Rolls during its "personal appearance tour" on behalf of the production, he clocked over 12,000 miles, visited 21 states, 34 cities, from New York to Montreal, Fort Worth to New Orleans, held 75 newspaper interviews, appeared on 71 television stations and 89 radio stations, and addressed gatherings at two schools.

Fascinated by many of the stories his father told him about America, Laurence's one unsatisfied ambition had been to make an extended visit to the United States. Because of business commitments, he was unable to arrange the visit until called upon to chauffeur the Rolls on its American tour. An assignment he gladly accepted, as it gave him the opportunity to combine business with pleasure on a deluxe tour of his favorite country from the front seat of his favorite car, a yellow Rolls-Royce.

Thinking back on the trip, Laurence says, "I was particularly impressed with the splendid cooperation of the police, who were immensely helpful during the tour. Although she behaved, for the most part, like a real lady, there were, most naturally, a few occasions that would have tried the most patient of policemen—and, in fact, did. Let me give you an example of her 'temperament': Just outside the city of Sardis, Mississippi, the lady began to fuss, which of course, flustered me. Nothing had gone wrong before and I didn't know what to do, with still half of the trip to complete. I fled to the nearest phone booth, after leaving her in the care of a local garage. And just before wailing my S.O.S. across the wires, it dawned on me what the matter was: she was being left out of all the excitement in New York at the film's premiere. She, the actual star, was thousands of miles from where she rightfully wanted and deserved to be! So, once I understood, of course, everything was all right, and we went merrily on our way."

On another occasion, he found the prestige of driving her about somewhat annoying—because he couldn't get a ticket. This would  
(Continued on Page EX-696)



# "Agony And Ecstasy" Inspires Fashion Leaders Promotion

"The Silken World of Michelangelo," a fashion presentation produced by the International Silk Association and inspired by 20th Century-Fox's "The Agony and the Ecstasy," recently launched a lavish Renaissance fashion promotion at a dinner and fashion pageant. The event was held for 300 fashion editors in the Hotel Pierre, N. Y.

The pageant, the initial gathering of the New York Couture Group's Women's Press Week, also was attended by the country's leading fashion designers and executives.

Sixty Renaissance creations, fashioned by the major couture designers for the silk promotion, were introduced at the pageant. They will be publicized in a national campaign, to be coordinated with the release in the Fall of "The Agony and the Ecstasy," with the leading stores throughout the United States.

In addition to the International Silk Association, five other major fashion leaders are participating in the Michelangelo Renaissance promotion.

The Andrew Geller Shoe Company has created a group of Renaissance shoes which it will promote in local cooperative advertising campaigns on a national basis. The company will run interior and window displays through December in Andrew Geller stores as well as franchise-owned shoe departments.

The "La Contessina" hairstyles, inspired by the character portrayed by Diane Cilento in "The Agony and the Ecstasy," have been created by Mr. Ruel of Coiffures Americana, which shortly will initiate a local cooperative advertising and publicity program throughout the United States.

Towle Silversmiths will bring out a new floral silver pattern called "The Contessina," which will be backed by a huge advertising campaign including ten leading national fashion magazines such as Vogue, Harper's Bazaar and The New Yorker.

The noted milliner, Adolpho, is creating a Michelangelo turban inspired by the one worn in the film by Charlton Heston, as well as a group of ecclesiastical hats.

The Vogue Pattern Company is translating Miss Cilento's costumes in "The Agony and the Ecstasy" for future exhibition in museums and department stores, and at special events around the country.

Each of these promotions is a separate national fashion program, and all will be merchandised in the major department stores and specialty shops of the nation.

"The Agony and the Ecstasy," will have its world premiere Oct. 7 at Loew's State Theatre, N. Y.

## "Harlow" Rainwear Tie-In

More than 500 leading men's clothing shops are joining in a big national promotion set by Paramount Pictures with Channel Rainwear for Joseph E. Levine's "Harlow," starring Carroll Baker.

Channel dealers have been serviced with an elaborate promotional kit containing window cards, posters and other accessories featuring Michael Connors, one of the stars of "Harlow," in new raincoat fashions. Stores are also supplied with full information on how to tie-in with exhibitors on local playdates on "Harlow."



Beverly Adams, Columbia contract player, as a "member of the harem," was auctioned off by Stephen Boyd, star of "Genghis Khan," at the premiere of the film at Dallas' Palace. Lucky buyer was awarded her services for 24 hours as a secretary, lunch and dinner companion, and chauffeur. Proceeds went to the National Council on World Affairs.

## "Great Lovers" Contest

Embassy Pictures effected a unique "Great Lovers of the Screen" contest tie-in with the Boston Herald and Traveler and Alitalia Airlines, in connection with Joseph E. Levine's "Casanova '70," at the Cinema Kenmore Square and Park Square Cinema, Boston.

The contest consists of a letter telling, in 100 words or less, the sender's reasons for choosing a particular past or present actor as the screen's greatest lover. The contest was advertised daily for two weeks in the Boston Herald and Traveler.

Grand prize will be a trip for two to Italy—home of the original Casanova, including round trip flight via Alitalia, hotel accommodations and guided tours. Fifty runners-up in the contest will receive prizes of two guest-tickets to a performance of "Casanova '70."

The ads in the Herald and Traveler, running a minimum 100 lines by two columns, included captioned stills from "Casanova '70" and captioned stills of famous screen lovers, in addition to calling attention to the contest and its entry rules, and listing where the attraction is playing.

Supporting the contest were trailers and 40 x 60 lobby displays in the Cinema Kenmore Square, Park Square Cinema and Esquire Theatre (Cambridge) urging patrons to read the Herald and Traveler for full details about the contest and free trip to Venice. The theatres also distributed 20,000 circulars to their patrons, the circulars carrying a similar message to read the Herald and Traveler.

## A Screen Test For Beauty

A screen test at Paramount Pictures' studio in Hollywood is one of the top prizes in the "Miss American Starlet" Contest being conducted this summer at Palisades Amusement Park.

The winner of the contest, for which preliminary judgments are being held every Wednesday evening through August 4th at the New Jersey amusement park, will also receive a free vacation trip for two to Hollywood, a \$1,000 wardrobe and other valuable prizes.

The national grand finals will be held Wednesday evening, August 18.

## Schine Managers Set Many Merchant Kid Shows

Those managers of the Schine Circuit, Gloversville, N. Y., have been more than busy rounding up merchants co-operation for summer kiddie shows. These rentals, or merchant paid for shows for the kiddies, are a sure-fire means of garnering extra box-office revenue, as well as patron good-will. And the Schine managers have the knack of getting them sponsored down to a fine "T."

Kids, kids, kids and more kids are sure to be flocking to the Ashland Theatre where manager, Chester Beatty has a great big kiddie show lined up this summer. Ten merchants will sponsor this show and it will begin July 15th.

BIG things are about to BEGIN at the BUCYRUS Theatre! Earl Yerrick, the manager at the theatre has a BEAUTY of a Kiddie Show set up, starting July 7. For five weeks, the kiddies will have a BONUS in store for them with lots of fun and entertainment.

Hurry! Hurry! Hurry! This is what manager Bob Anthony will be saying to the kiddies in Cortland. Step right up and see your favorite cartoons plus a feature! Twelve good merchants will sponsor this joyful event for the kids.

Get ready, get set, Saranac Lake! Starting July 14th, the kiddies are sure to "go" to the Pontiac Theatre because that's where the fun is! Manager Tony Anderson has a fine kiddie show lined up with 10 merchants sponsoring the event. The kiddies couldn't find a better babysitter in Saranac Lake.

Harold Lee, manager, Babcock Theatre, Bath, New York, has set up a Summer Kiddie Show at his theatre with 20 merchants participating. The series begins on July 22nd.

Jake Weber, manager, Liberty Theatre, Herkimer, has a Summer Kiddie Show starting on July 13 with 10 participating merchants.

June is not the only thing that will be "busting out all over." Frank Camarata, manager, at the Capitol Theatre, Ilion, N. Y. will probably have "kids" busting in and out of his theatre throughout the summer months. He has set a Kiddie Show starting July 7th with 10 merchants participating and will run for 8 weeks.

Here comes summer, and here come the kids to the Rialto Theatre, Little Falls, New York. Nick. Kauffman the manager at this theatre has set a Kiddie Show starting July 21st. He has 10 merchants participating in this series.

The Strand Theatre, Delaware, Ohio, will have a Summer Vacation Kiddie Show Series . . . as manager Hubert Bourne has set this Series beginning on July 6, for nine weeks.

Manager Ray Sparklin has also sold a Summer Kiddie Show Series at his Milford Theatre, Milford, Delaware! This series will begin on July 14.

Phil Thorne, manager, Oneonta Theatre, Oneonta, N. Y. has set a Summer Kiddie Show Rental. The series will begin on Tuesday, July 13, and has ten participating merchants, for eight weeks.

Manager Fred McBee, Piqua Theatre, Piqua, Ohio, has set up a Summer Kiddie Show Series. Many happy "kids" will be on hand when the event begins on July 13th. 10 merchants will sponsor this series for a total of six weeks.

In the "good old summer time" many children will flock to the Madison Theatre,

(Continued on Page EX-695)





Sam Goody's East Side record store at 666 Third Avenue, New York, recently had this window display on the sound-track albums from Embassy's "Dingaka."

## Setting The Town On Fire

A blaze of ballyhoo to fan the promotional fires for the world premiere of Ernest Pintoff's "Harvey Middleman, Fireman" at New York's Fine Arts Theatre, was set by Columbia Pictures to focus attention on the film.

Elements of the "red hot" campaign ranged from the week-long city street tour of a gleaming new 25-foot fire engine topped by a red bikini-clad beauty to hilarious slapstick fire-fighting demonstrations by the famed Oceanside, L. I. volunteer fire department in front of the theatre.

Officially dubbed "The Girl Harvey would want most to get trapped in a burning building with," the lovely young fire-chief distributed "Harvey Middleman" fire hats from the siren-blowing engine. The fire hats read a plug for "Harvey, Middleman, Fireman."

In addition to the theatre-front comedy fire fighting demonstration, the theatre staged a "Fire Sale" in flaming red suspenders for moviegoers with another "Harvey Middleman" beauty as saleslady.

Topping the attention-getting ballyhoo was a premiere-day "Harvey Middleman, Fireman" parade of 50 fireman-red Triumph sports cars carrying "Where's the Fire?" signs. The sports cars converged at the Fine Arts Theatre for the opening of the color comedy.

## SCHINE (Continued from Page EX-694)

Richmond, Kentucky, where manager Ken Carter has set a Summer Vacation Show. The Summer Vacation Show will begin on July 14, and continue for six weeks. There are 10 merchants participating in this series.

Zone manager, Harry Unterfort, at the Paramount Theatre, Syracuse, New York, set a kiddie show rental with Dey Brothers & Co.

It's a big NUMBER 15 for zone manager Ben Geary! Yes, this is Ben's 15th year of Summer Kiddie Shows at the Athena Theatre, Athens, Ohio for 10 weeks. There are 19 participating merchants.

The playhouse Theatre, Canandaigua, New York, will have a Summer Vacation Kiddie Series . . . as manager Bill Copley has set this Series beginning on July 15, for eight weeks, with 10 local merchants.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts — is published every other week as a section of Motion Picture Exhibitor.

# British Showmanship

By Jock MacGregor

To emphasize the importance of his booking of "Shot in the Dark," Brian Richardson invited the mayor, civic dignitaries and local celebrities to the opening night and a reception at the Odeon, Guildford. His reward: a photo of his head usherette presenting a bouquet to the mayoress in the weekly paper and considerable further goodwill with those who matter most to him. He mounted an extensive and impressive display of shots taken by the local paper in the circle and for 10 main street store windows created no less than nine different seat selling outside display cards. A gendarme carrying a brief case bearing theatre and movie credits handed out summons to attend the theatre as a street stunt and a half page composite rounded off a campaign which his regional controller considered merited a 90 per cent marking for Rank Theatre annual showmanship contest.

Arthur Allighan claims that the biggest Disney campaign ever has been promoted for the specialized launchings of "Mary Poppins." Shell-Mex, Tate & Lyle, Summer County Margarine, Dixon's cameras, Kleenex, Pascall Sweets, Chantilly Stockings, and Grundig are among the national advertisers cooperating. Over a three month period Tate & Lyle sugar packs are to carry three or four two color adverts for the first time and it is estimated the minimum total sale will reach 300,000,000. No such tieup has previously been worked on a film. Shell-Mex are sponsoring the first run of 500,000 Mary Poppins Travelling Fun Book for sale at garages throughout the country during the vacation season. Kleenex are offering two Mary Poppins mobiles which have been produced by the Walt Disney merchandising department. A "Search for Mary Poppins" is being sponsored successfully by a number of provincial newspapers and manufacturers. Prizes will be on a regional and national level. The ultimate winner will receive a \$3000 mink coat, a trip to New York via Aer Lingus Shamrock Boeing Jet for the World's Fair, etc.

D. Wright, of the Odeon, Colchester has a successful tieup with the Colchester United football club which is in the English League Third Division. Each week the "lucky program" number entitles the holder to two seats at the theatre. In return he gets an editorial plug and his program is announced over the PA system. This is heard by many thousands. . . . P. G. Browne, of the Odeon, Edgware Road London gained a front page break in the local press when he invited wives of servicemen stationed in Cyprus to be his guests at the first showing of Rank's colorful Cyprus adventure drama, "The High Bright Sun." However, he does not know whether they were too shy or there are none in his district but he received no acceptances.

The most successful national beauty contest promotion in a long while was that organized by Associated British for AIP's "Beach Party." Though the finals were held six months ago on New Year's Eve it is still getting a good press. When the winner Rosemary Williams returned from her prize trip to Hollywood the London evenings and national press gave her an excellent photo coverage at the airport. Now at local level, Paul Goldsworthy, assistant manager of the ABC, Exeter, where she won the area heat, sends me editorial and pictorial spreads which he promoted on the "local girl makes good angle." The story relates how James Nicholson was so impressed that he built a walk-on to a speaking part in "How To Fill A Wild Bikini" and is having her back in August to play a role in "Dr. Goldfoot and the Sex Machine."

It would appear to be as impossible to keep Albert E. Hallem, of the ABC, Nuneaton, out of the local press as it is from this column. I can well believe the editors are as regularly inundated with his copy as I am—and I am sure that they complain no more than I do. It is good to get such service. This week's batch of clippings reveals that when he learned a local toy stockist had won 20 gold sovereigns in a trade paper promotion he arranged to present them personally at his theatre, a pets contest for his ABC Minors plugged "I've Gotta Horse" and no less than 866 column inches appeared when the local amateur operatic and dramatic society presented "South Pacific" and packed the 1700 seater for six days. The ABC is certainly permanently in the Nuneaton spotlight.

## Beatles' Novelization

A half-million copy first printing of the novelization of the new Beatles movie, "HELP!," written by noted author Al Hine, is being published by Dell in paperbacks, timed to the mid-August American premiere of the United Artists release.

The edition, to be sold in bookstores, newsstands and railway stations and other outlets, will receive extensive cross-promotion by United Artists and Dell.

The paperback has a front cover color photograph of the Liverpool foursome in the distinctive costumes they wear in the Alpine scene of the film. Copy reads, "They're back—in the kickiest 'round the world caper of their career. The Beatles in 'HELP!' plus 8 pages of exclusive photos from the movie."

## "The Glory Guys" Music

A far-reaching music campaign has been launched for "The Glory Guys" which will introduce the film to a wide cross-section of radio listeners four to six weeks prior to the picture's openings, it was announced by Murray Deutch, United Artists Music Companies Executive Vice President.

In addition to the movie's original soundtrack album composed and conducted by Riz Ortolani and distributed by United Artists Records, the action-packed western will also be backed by a single instrumental of the picture's title theme by Al Caiola, also on UA Records plus a single vocal version of the same song by Frankie Laine on the Capitol Records label.



## THE EXHIBITOR'S EXPLOITATION EFFORTS

SYUFY ENTERPRISES, San Francisco, Cal., recently opened its 19th and 20th operation when they opened a twin drive-in complex in Burlingame, Cal., 25 miles south of San Francisco. The drive-ins, the Peninsula and the Burlingame, were opened with full scale promotion and exploitation. The top Bay area radio station KEWB cooperated with a station-wide promotion. The station took over one of the twins—the Burlingame—and invited listeners to be their guest at the grand opening. Listeners had to drive up to the box-office and have KEWB playing on the car radio and give the KEWB password to be admitted as a guest of the station. The station plugged the event for one full week, every hour on the hour, 24 hours a day. In addition, all the station personalities, dee jays, "talked up" the promotion for the full week. On the night of the opening, cars were lined up to enter the drive-in which has a 1,000-car capacity, for three hours prior to the 6.30 opening. The drive-in was filled as fast as the autos could be ushered in. A monumental traffic jam resulted for several hours in the area as an additional 3,000 autos were turned away after the drive-in was full. These cars were, of course, given a free pass to return on any night of their choice. Three of the station's dee jays were on hand at the drive-in doing a remote broadcast, meeting their fans, autographing photos and giving away prizes to lucky winners. The promotion was termed a "huge success" by both Syufy Enterprises and KEWB Radio. Raymond Syufy is the owner-operator and builder of the twin drive-in complex, the most modern of its kind in the San Francisco-Bay area.

EDWARD MILLER, managing director; Arthur Krolick, district manager, Buffalo Paramount Corporation; and Norman Pader, MGM publicity representative, recently pulled out all the stops in publicizing and exploiting MGM's "The Yellow Rolls Royce" at the Center, Buffalo.

Plans had been made for MGM's Rolls Royce to be on television when it arrived in town. However, when Buffalo was re-



Don Reynolds, K. O. Bechin, and Gene Price, top disc jockey personalities from San Francisco radio station KEWB, recently helped Raymond Syufy, second from left, owner-operator, Syufy Enterprises, sell popcorn at the opening of the Twin Drive-Ins, the Burlingame and the Peninsula, in Burlingame, Cal.

moved from the itinerary, a local Rolls Royce owner (a yellow one, too), was enticed to loan his car for the stunt. Working with producer Bob Shea, of WKBW-TV, arrangements were made to drive Liz Dribben and Nolan Johannes, two station personalities who conduct a daily live audience show "Dialing For Dollars," to work in the morning. The studios had their cameras out on the street, welcoming them as they drove up. It resulted in much extra air time.

A Yellow Rolls Royce race was the feature event at the Lancaster Speedway. A stock car was painted yellow and dubbed The Yellow Rolls Royce. A trophy and guest tickets went to the winners. Public address system announcements, sport page stories and radio plugs were part of the arrangement. The car also was on display in downtown Buffalo with appropriate banners.

As the result of a diligent search, Buffalo's one and only butler was discovered and a feature story, in the form of an interview, was planted in one of the local sheets. Another feature was the naming of the Driver of the Year by the Automobile Club of Buffalo. He was invited to be the guest of the Center management to see the picture.

Sixteen thousand Yellow Rolls Royce heralds were distributed through tie-ups with Sattler's Record Club in three outlets, the

W. T. Grant company record department and Rich's Ice Cream (50 stores). In addition, working with Al Tupkin, MC & record representative, the hit album was publicized by all radio stations through contests and giveaways. Sattler's Record Club gave 25 gratis radio announcements on Station WKBW and there was a like number on Station WNIA.

An array of beautiful models in gorgeous yellow gowns added to the gala opening night ceremonies, distributing programs and greeting guests.

MARTY SHEARN, manager, Florida State Theatres' deluxe downtown Center, Jacksonville, Fla., recently had the opportunity for an advertising tieup as opulent as a Rolls Royce automobile and he made the most of it. In the first place, his theatre could be termed as a Rolls Royce house because of its distinguished decor and luxurious accommodations. Another point in his favor was the aggressive promotion-mindedness of radio station WPQ's management. They got together and approached the local Rolls Royce distributor, Brooks Motors, about a sales campaign for the Rolls Royce car over WPDQ's airwaves. Brooks Motors came through with a big slice of advertising money (it didn't cost the Center Theatre anything) for a week's saturation campaign. WPDQ informed its listeners that the best answer to a "name the stars of 'The Yellow Rolls Royce' contest" would permit the winner and a date to enjoy a millionaire's weekend including: (1) The private use of a chauffeured Rolls Royce to go anywhere in northeast Florida during the weekend. (2) Cocktails and dinner each night at the Green Turtle, a luxury restaurant at Jacksonville Beach. (3) Tickets to a performance of "The Yellow Rolls Royce" at the Center. (4) A year's supply of Pepsi Cola (5) An original fashion hat and matching accessories for the lady from Purcell's.

Arrangements were made with Brooks Motors to park the Rolls Royce in front of the Center Theatre for a week during the run of the MGM picture. The Rolls Royce selected by Brooks Motors has an \$18,000 price tag on it. As Tom Sawyer, advertising executive with FST, said in expressing his delight with the tieup: "These \$18,000 street promotions are hard to come by anymore!"

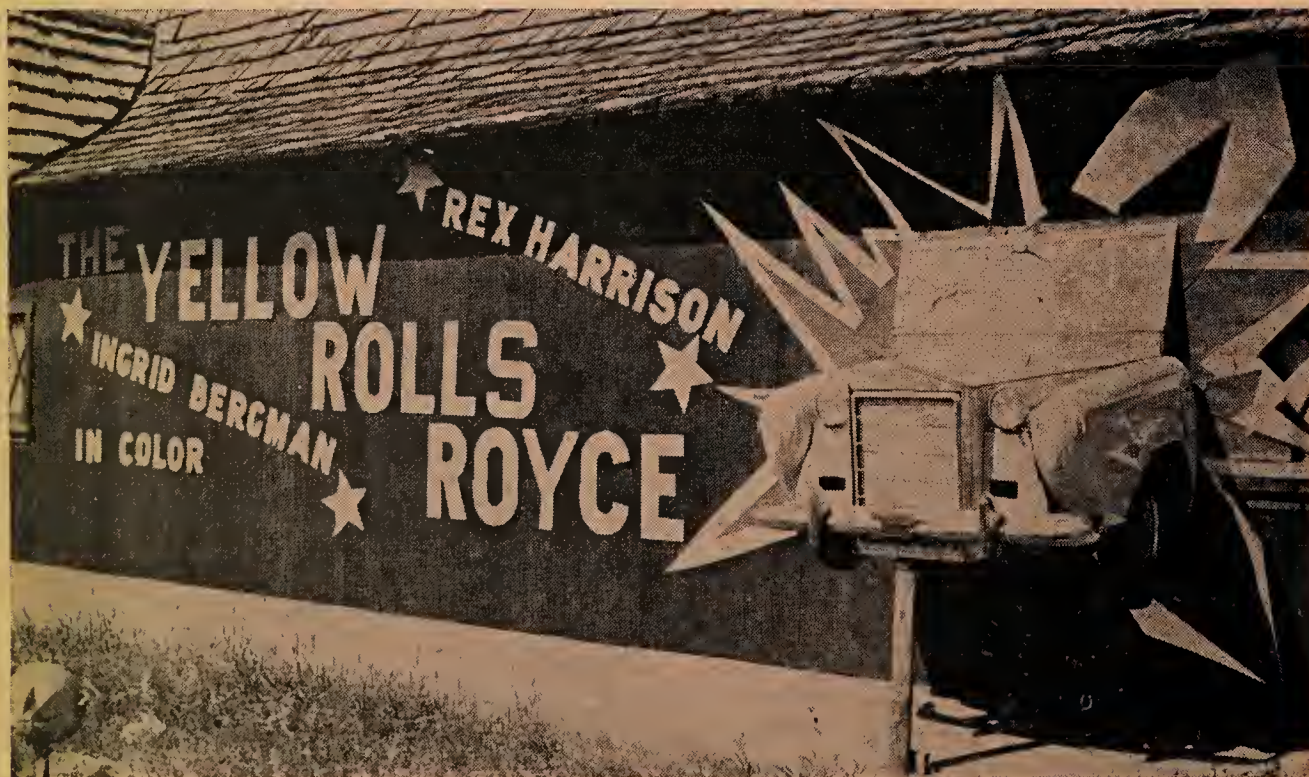
### "Yellow Rolls Royce"

(Continued from Page EX-693)

seem to most of us an enviable position, but he was determined to have one as a souvenir of America, and, after much persuasion, finally convinced a very reluctant officer, in Houston, that, having been double parked, he really ought to have the ticket. Which he got.

When asked if he was disappointed in America, he replied, "Not in the least. It was everything I had expected it to be. It is a fascinating country populated by a helpful and fascinating people. I am delighted that I was able to make this trip for MGM. It has been one of my dearest hopes to visit the States—and I have enjoyed it immensely. It is a marvelous country—the people are marvelous—and my one hope now is that MGM will decide to make a sequel to "The Yellow Rolls-Royce," so I will have an opportunity to return for another visit."

**LOOK FOR EXPLOITATION  
EVERY OTHER WEEK IN  
MOTION PICTURE EXHIBITOR**



Harold Cowley, manager, Redwood Drive-In, Salt Lake City, produced this crash-through-the-wall Rolls-Royce display to advertise MGM's "The Yellow Rolls-Royce" for a total cost of \$12. His ingenuity produced an eye-stopping display that attracted more attention than many a more expensive and more conventional tools.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

BALLOON WORLD'S BEST: For all occasions. SOUTHERN BALLONS, Box 246, Atlanta, Georgia 30301.

## CONCESSION TRAILERS

CONCESSION TRAILERS, NEW AND USED. Terms on new trailers; game, popcorn or office. TRAILER-CRAFT MFG., RD No. 2, Warren, Ohio. Phone: 824-2354.

## EQUIPMENT FOR SALE

NEW TRANSISTORIZED AMPLIFIERS, 32W output, \$179.50; Simplex E-7 Mechanisms, excellent, \$212.50; Rectifiers, 50 ampere, 220V, 3Ph, w/new 15A tubes, \$147.50; Hertner Drivein Motor Generator, 200/300 Amperes, Controls, Ballasts, Likenu, \$995.00. Everything in Booth Equipment. S.O.S., 387 Park Ave., South, New York 10016.

## EQUIPMENT WANTED

SPOT CASH FOR RCA, SIMPLEX SOUND-HEADS, Amplifiers, Speakers, Century, Super-Simplex, Brenkert, DeVry, Simplex SP Projectors, Arclamps, Rectifiers, Generators. Consignments taken. Write or wire S.O.S., 387 Park Ave., South, New York 10016.

## NEW EQUIPMENT

GLISTENING MASONITE MARQUEE LETTERS, interchangeable all makes. 4"-50c, 6"-65c, 8"-75c, 10"-90c, 12"-\$1.05, 16"-\$1.75, 17"-\$2.00, 24"-\$3.00. Non-sliding spring 10c additional. 10% discount 100 letters assorted or over \$60.00 list. Free sample! S.O.S., 387 Park Ave., South, New York 10016.

BANISH TATTLETALE GRAY! Replace old screens with New Mattewhite, only 57c sq. ft.; Mattewhite Lenticular or Pearl glo, 89c sq. ft. S.O.S., 387 Park Ave., South, New York 10016.

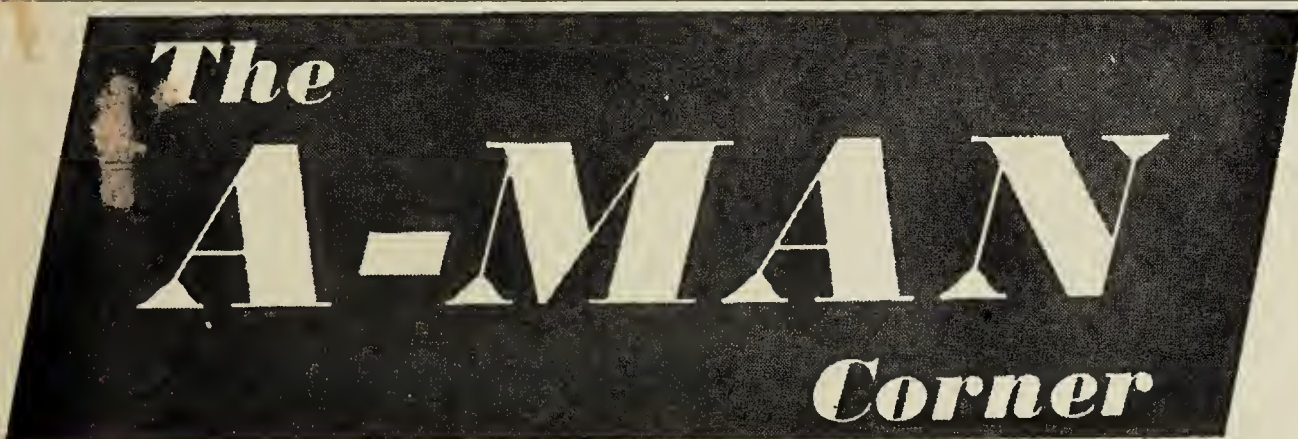
## SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECON COMPANY, 11 Witherspoon Street, Princeton, New Jersey.

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